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The American Perfumer

AND ESSENTIAL OIL REVIEW

PERFUMER
PUBLISHING CO.
NEW YORK

JUNE
NINETEEN
THIRTY-FIVE



See also page 9

AMERICAN CAN COMPANY

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The
American Perfumer

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VOL. XXX

No. 4

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Dixie Deb

SELECTS THE
PERFECT CLOSURE

*for its perfect
Cleansing Cream*



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DISTINCTION AND ECONOMY IN A SIMPLE CLOSURE



DIXIE DEB, with Armstrong's help, has developed a distinctive closure through the use of a single-shell screw cap. The luxurious finish and the product name in script across the top, make this inexpensive closure remarkably attractive. And the Dixie Deb name has made it an absolutely individual one . . . easily distinguished on store counter or shelf.

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also MOLDED CAPS ~ EMBOSSED-TOP ~ METAL-TOP, and FLANGE CORKS

The American Perfumer

AND ESSENTIAL OIL REVIEW

JUNE, 1935

Established 1906

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Vol. XXX, No. 4

An Announcement to the Industry

WITH this issue THE AMERICAN PERFUMER becomes affiliated with the Robbins Publications. This affiliation will place behind THE PERFUMER the resources and stability of a sound and progressive publishing organization, whose ability in the business publication field is attested by the success of such important papers as *Advertising & Selling*, *Advertising Arts*, *Gas Age-Record*, *Industrial Gas*, *Gas Appliance Merchandising*, and *The American Printer*, all members of the Robbins group.

This step has been taken after very careful consideration in the belief that by it, the interests of the magazine, its staff and the industry can best be served. As former publisher, I shall continue as vice-president of the company. M. C. Robbins will be president; J. H. Moore, vice-president and general manager; and F. C. Kendall, secretary.

The broad policies of service to the perfumery, toilet preparation, soap, flavoring extract and allied industries, which we have tried to maintain for nearly thirty years, will be continued by THE PERFUMER's trained staff. S. L. Mayham, for the last nine years managing editor, will be editor. William Lambert, who has been with the magazine for fifteen years, will be advertising manager, and Donald M. Smith, whose contacts with the industry span a like period, will contact accounts from the New York office. R. T. Douglas, with twelve years' PERFUMER service, will continue as production manager.

The long years of pleasant contact with the industry, and the many personal friendships which I have made among its members, make any change in the old familiar relations difficult, and the new relationship will not entail a complete severance. The affiliation with Robbins Publications will, I believe, strengthen THE PERFUMER's resources for continued usefulness. It is my sincere hope that THE AMERICAN PERFUMER will continue to enjoy the same co-operation and support from the industry which has been its good fortune over so many years, and I am confident that its service to the industry will be improved and increased under its new direction.

Louis Spencer Keny

Codeless N.R.A. Extension Passed

President Immediately Sets Up Administrative Board

Headed by James L. O'Neill, Banker

Trade Reaction Varied

FOLLOWING the decision of the U. S. Supreme Court, voiding numerous features of the National Industrial Recovery Act, Congress passed and President Roosevelt signed an extension measure which will carry the N.R.A. along in more or less skeletonized form for ten months.

The Supreme Court decision voided the code setup, under which industry has been operating, on two grounds; First, that delegation to the President of almost unlimited power was an undue delegation of legislative authority, which, under the constitution, was vested in Congress. The Court held in effect that delegation of powers to the President was valid only if definite limits upon the authority were set, and that no such limitations or definitions were provided in the N.I.R.A.

The second ground urged in the Court's decision was that goods moving into a state, there to be processed and sold within that state, were not in interstate commerce under the Constitution's commerce clause. There was no ruling on goods, which, after processing, moved across state lines, that not being before the Court for determination in the suit on which the decision was rendered.

It is believed in some quarters that competition and hours and wages in most industries could be regulated because the great majority of industrial operations are performed upon goods which thereafter pass state lines. However, neither the Administration nor Congress took this view in passing the new act. Accordingly the codes, which were in any event voided by the decision, passed out of existence June 16 upon the expiration of the former law.

Banker Heads New N.R.A.

James L. O'Neill, former vice-president of the Guaranty Trust Co., of New York, has been appointed Administrator of the uncoded N.R.A. The President also set up by executive order two divisions to operate under the new act. The first will be known as the Business Co-operation division which will assist and advise in the maintenance of voluntary codes. This division will be headed by Prentiss L. Coonley as director. The other division, to be known as the Division of Review, will be headed by Leon C. Marshall. Its duties will be to study and report on the changes in industry and business resulting from the discontinuance of code government.

An Advisory Council was also set up under the new act. Its members will be: Charles Edison, Howell Cheney, Philip Murray, William Green, Emily Newell Blair and Walton H. Hamilton. This group repre-

sents the divergent views of industry, labor and the consumers.

Effect of Abolishing Codes

The wiping out of the code set-up for industry has already had repercussions in the toilet preparations industry, most of them on the unfavorable side. There was an almost immediate effect upon the price structure arising out of the death of the loss provisions of the retail codes. Cigarettes were the first affected but proprietary remedies and soon thereafter toilet goods came in for considerable price slashing on account of the loss leader efforts of certain retail outlets.

Industry Acts on Wages—Hours

Definite action was taken by several groups in the industry to maintain wages and hours as provided in their codes. The Proprietary Association, meeting in annual convention, adopted a resolution urging the continuance of these provisions. The Flavoring Extract Manufacturers Association took like action at its annual meeting. Sentiment among manufacturers of toilet preparations was similar, with the Perfumer Importers Association voting to retain code wages and hours and the executive board of the Toilet Goods Association recommending like action on the part of its members. The officers of the Powder Puff Manufacturers Association hoped that code wages and hours could be maintained in their industry as well as provisions against home work and other code regulations, but there was some skepticism regarding the possibility of continuing them over an extended period of time without some compulsion.

Thus far, wage and hour provisions have been well maintained among manufacturers of toilet preparations in the Metropolitan District of New York, largest center of production of these goods. There were reports which could not be wholly verified of cuts in pay and increases in hours in other centers, some from the South and some from New England.

Many Want T. C. Conference

It is too early to assess the complete effects of the abandonment of code government upon trade practices. In general, it appeared that in and about New York, little change has as yet been made. However, it is expected that there will be some relaxation of the stringent control of demonstrators and of the PM situ-

(Continued on Page 214)

New Association Organized

*Convention of the Industry Results in
Formation of Toilet Goods Association*

With H. L. Brooks President

THE All-Industry Convention, held at the Hotel Plaza, New York, May 21, 22, and 23, had for its chief result the organization of the Toilet Goods Association, an all embracing body which will act upon problems of the industry as a whole, but will not consider matters on which there is a diversity of opinion or on which conflicting views prevail.

Heading the new organization is Herman L. Brooks, treasurer of Coty, Inc., New York. The other officers are: Mrs. Lillian S. Dodge, Harriet Hubbard Ayer, Inc., New York, vice-president; Charles A. Pennock, Richard Hudnut, New York, second vice-president; Capt. H. Clyde Balsley, Katherine MacDonald, Inc., Los Angeles, third vice-president; Paul Vallee, Roger & Gallet, Inc., New York, treasurer, and J. I. Poses, A. A. Vantine Products Co., New York, secretary.

The executive board consists of C. M. Baker, Pond's Extract Co., New York; A. H. Bergmann, Oxyzyn Co., New York; Alvin E. Brush, Affiliated Products, Inc., Chicago; William E. Jacobs, George W. Button Corp., New York; A. E. Johnston, Colgate-Palmolive-Peet Co., Jersey City, N. J.; Earl A. Means, Bristol-Myers Co., New York; J. H. Miller, Dorothy Perkins Co., St. Louis; Daniel J. Mulster, Ferd Muelhens, Inc., New York; Cecil Smith, Yardley & Co., Ltd., New York; H. G. Thomas, Guerlain, Inc., New York; Carl Weeks, Armand Co., Des Moines, Ia.; and George A. Wrisley, Allen B. Wrisley Co., Chicago.

Three subjects were considered principally at the meeting. They were the organization of the new and all embracing association, taxation with special reference to the manufacturers' excise tax on cosmetics and amendments to the Code of Fair Competition under the N.R.A. The sessions of the first day were largely de-



HERMAN L. BROOKS
President



LILLIAN S. DODGE
Vice-President

voted to the tax legislative situation. Following the call to order by Mr. Brooks, who presided over the sessions, Hugo Mock, general counsel for the A.M.T.A. reported on the industry's legislative activities during the last year.

His report pointed out that the industry had been faced with greater and more difficult legislative problems during the last year than ever before. These were principally of three kinds, tax laws, the Copeland Food & Drugs Bill, and restrictive measures designed to regulate cosmetics. Sales tax legislation has been introduced in a number of states but the office of general counsel has been able in virtually every instance to defeat taxes which bore especially heavily on cosmetics and toilet preparations. In several states, general sales tax measures have been enacted but unusually high and



CHARLES A. PENNOCK
Vice-President



H. CLYDE BALSLEY
Vice-President



PAUL VALLEE
Treasurer



J. I. POSES
Secretary





Perfume and Cosmetic Industry Golfers at the Conference Tournament

1: C. W. Darr, A. C. Burgund, Dr. W. T. Haebler, Everett W. King; 2: A. F. Kammer, Robert Swindell, Chas. E. Kelly, A. D. Henderson; 3: Bud Keeley, R. M. Krause, Jr., Fred C. Kiser, W. J. Alley; 4: J. C. Henricks, J. W. Kane, Elliott Odell, Jack McQuade; 5: A. T. Cirino, J. McInnis, J. J. Butler; 6: Dr. E. C. Kunz, Jay H. Schmidt, H. D. Porter, T. M. Bennett; 7: Benson Storfer, G. W. Dunn, J. B. Scott, Paul Douglas; 8: J. F. Condon, L. J. Zollinger, A. J. Dedrick, Burton T. Bush; 9: Frank Mahr, Herb Finn, W. F. Zimmermann, Ross A. White; 10: T. M. Bennett, A. D. Armstrong, H. D. Porter; 11: William Gunther, E. M. Kaylor, F. W. Webster, F. N. Langlois; 12: Charles Fischbeck; 13: J. H. Majesky, J. B. Walker, G. M. Van Kirk, G. T. Daggett; 14: Edmund Hoffman, H. F. Caldwell, W. H. Adkins; 15: Herbert Parker, Edwin Heister; 16: J. G. Lewis, P. E. Fitzgerald, F. A. Schwannecke, Guy T. Gibson; 17: Bruce Puffer, Fred J. Lueders, Charles Mott, Harry W. Hesiter; 18: Paul W. Hyatt, Walter Klass, W. P. Murray, Karl Voss.

discriminatory taxes against this industry have been avoided. Mr. Mock indicated that there was some chance of repeal or modification of the Federal Excise tax referring the meeting for a fuller discussion to the report of Mark Eisner, special counsel, which was to follow.

Regarding the Copeland Bill, Mr. Mock pointed out that while the original bill had been unsatisfactory in many respects, it had now been amended so as to be

very satisfactory to the industry as a whole. He stressed particularly the change in the definition of "drug" which in the original bill would have included many cosmetics, but has now been changed to exclude them. He expressed the hope that the bill would be passed and mildly condemned proprietary medicine opposition.

The report also discussed regulatory and licensing measures such as the Maine Law and the Illinois Bill. The Maine law, recently passed, Mr. Mock said, had been altered so that it should not be burdensome upon the industry. The Illinois bill which would levy a high license fee upon manufacturers of toilet preparations, is being strongly opposed and best opinion is that it will not be passed.

Mark Eisner, special counsel, and attorney for Bourjois, Inc., in the tax case involving sales company operations, reported in our last issue, spoke on the possibilities of repeal of the Federal Excise tax. In Mr. Eisner's opinion there is still a chance for getting rid of this tax. He then outlined in detail the case against the government on the part of Bourjois, Inc., and answered many questions from the floor relating to this case and to other phases of the excise tax and the regulations for its enforcement.

The afternoon of the first day was given over to addresses by authorities on several subjects of immediate trade interest. The first of these was by A. D. Whiteside, president of Dun & Bradstreet and former Deputy Administrator of the N.R.A. He described the events leading up to the drafting of codes of fair competition and urged continuance of the effort at business recovery and regulation through the codes. John W. Power, Administration Code Member for the industry spoke briefly regarding his experience with



BANQUET AT THE PLAZA HOTEL WHICH CONCLUDED THE THE ALL-INDUSTRY PERFUME AND COSMETIC MANUFACTURERS CONFERENCE

the code and answered questions on administrative procedure. Mildred Hughes, Washington, D. C. cosmetician, delivered a very interesting address on the announced topic of "Do Women Consider Cosmetics a Luxury?" Departing from her topic considerably, Mrs. Hughes told of her numerous contacts with official Washington and discussed the attitude of the administration toward industry in general and toilet goods in particular. She urged better control of the industry's advertising.

Better Advertising Is Urged

Northam Warren, in a postponed report for the Legislative Committee, presented a strong plea for better advertising and the elimination of abuses which, he declared had been growing in the advertising of toilet preparations, even in the most reputable media. He commended the action of the Columbia Broadcasting Co., in putting into effect new rules designed to improve the advertising continuities of the programs going out over their networks, and urged that publishers, agents and manufacturers co-operate in bringing much needed reform of the copy and methods of national advertisers in this industry.

A. Kiefer Mayer of Kiefer-Stewart Drug Co., president of the National Wholesale Druggists Association, spoke forcefully on the service of the wholesaler to the industry and closed with a strong plea for greater co-operation among manufacturers in the toilet goods industry. He said that the failure of the industry to co-operate successfully in the past had been due largely to the trouble of "too much personality". He strongly urged the group to hold its postponed Trade Practice Conference with the Federal Trade Commission as a means of enforcing fair practices in business, stating that this method in his opinion was more likely to be successful than that of the N.R.A. codes. In support of this suggestion he outlined the experience of the N.W.D.A. which recently held such a conference very successfully and secured the adoption of a large number of enforceable trade practice rules with the full support and co-operation of the Federal Trade Commission back of the industry's efforts to enforce them.

Henry C. Fuller, consulting chemist of Washington, D. C., a former official of the Bureau of Chemistry and recently associated with the A.M.T.A. in cosmetic analysis, described the work which has been done along scientific lines in combating false claims in advertising. His address was presented in executive session and cannot be reported in detail.

Three complete sessions of the meeting were devoted to discussion of the amendments to the Code, previously reported in these pages. While events have proved that this discussion was largely academic, in view of the decision of the United States Supreme Court, voiding the N.R.A. codes, it is interesting to note that all of the code amendments, many of which were designed to tighten the enforcement of the fair trade practice provisions were adopted unanimously and the code itself was unanimously approved.

At the final business session, resolutions were adopted urging the repeal of the Manufacturers Excise Tax on Cosmetics; urging continuation of the N.R.A. for a

two year period; and commending Governor Lehman of New York for his signing of the Feld-Crawford bill providing for resale price maintenance in the state.

The thanks of the convention were voted to the entertainment committee and its chairman, the Plaza hotel, the Winged Foot Golf Club, and THE AMERICAN PERFUMER and other members of the trade press.

A special resolution of sympathy was passed on the death of Ralph H. Aronson, who had been largely responsible for the project of the All-Industry Conference, and a resolution of condolence for members of the industry who have died during the last year.

The meeting was exceptionally well attended with more than two hundred present at the general business sessions and many more at the entertainment features. Entertainment consisted of a theatre party and dance the first evening, golf tournament at Winged Foot and ladies bridge the second day and the annual banquet dance on the final evening. The committee under the able direction of Charles E. Kelly presented a program in many respects the best which the industry has ever enjoyed at its annual meetings.

Golf Tournament Winners

The golf winners were:

1st Low Gross.....	H. Parker—81
2nd " ".....	A. F. Kammer—82
3rd " ".....	F. W. Mahr—87
1st Low Net.....	B. Storfer—96-22-74
2nd " ".....	F. W. Webster—100-25-75
3rd " ".....	A. L. Van Ameringen—103-28-75
1st Kickers Handicap.	J. Gagin—2 ties
2nd " ".....	G. W. Dunn—3 ties
3rd " ".....	F. Kiernan—
4th " ".....	C. Campaigne—7 ties
5th " ".....	J. W. Kane—3 ties
6th " ".....	L. L. Lowden—
7th " ".....	H. Mock—2 ties
8th " ".....	W. V. Alley—6 ties
9th " ".....	W. P. Murray—5 ties

Longest Drive on the fourth hole—A. C. Burgund—205 yards on fairway shot nearest the pin on the third hole—A. D. Armstrong—13 feet. Persistency—H. B. Moore.... Total score 182 strokes. Most number of strokes on the Fourth Hole—F. W. Schwanneke—19.

A special prize drawn at the banquet from the names of all of those who played golf was won by Curtis Campaigne. Souvenirs at the banquet were in the form of handsome folding umbrellas for the ladies and sets of two individual cocktail shakers for the men.

The entertainment committee, to whom great credit is due for their excellent handling of the details of the convention consisted of: Charles E. Kelly, Hagerty Bros. & Co., chairman, and the following members, W. C. Young, W. C. Young Sales Agency; W. P. Murray, Continental Can Co.; A. C. Burgund, Carr-Lowrey Glass Co.; Charles Fischbeck, Ungerer & Co.; B. J. Gogarty, Commercial Solvents Corp.; M. Lemmermeyer, Givaudan-Delawanna, Inc.; Paul W. Hyatt, Brass Goods Mfg. Co.; W. E. Klaas, Chase Brass & Copper Co.; Karl Voss, Karl Voss Corp. and L. R. Root, Scovill Mfg. Co.



Chain Store Packaging Trends

by RUTH HOOPER LARISSON

NO matter what the dollar is worth—there are still ten dimes in every dollar and there are still dollars in dimes! Keeping a constant eye on the toilet goods counters of the chain stores brings one to the conclusion that many manufacturers are on their toes thinking up new products, new packages and new gadgets. To be sure, the public is hungrily pouncing on such items as soon as they make their appearance on the counter. "Try anything once" should be adopted as the official slogan of the toilet goods consuming public. These items are particularly significant to me from a packaging angle and I want to talk about them from that point of view. We all realize the tremendous importance of the ten cent store item and need to keep in constant touch with the trends and developments in this type of merchandise. It frequently sets up new rhythms in consumer buying because it is always a fertile field for new ideas to be tried out many of which have a rightful place in department and drug stores as well as in the chain stores.

With this attitude in mind I made a collection of twenty articles—limiting myself to a given number for the sake of illustrating them—and began a trek through several of the most importantly located Woolworth stores on the quest of new (or approximately new) eye-appeal packages. The contents of the packages interested me least and I shall not discuss that phase at all. The appearance of the packages was my main concern—eye appeal—indicated value and the obvious consumer reactions were my only guides. I, myself, was amazed at the sudden number of new attractive items which are being offered for sale. Some of them I imagine may be but a flash in the pan or the experimental step to something else while others are so sound in their consumer appeal that they will carve permanent places on the toilet goods counter for themselves provided the products are equally good.

Of the twenty items selected seventeen cost ten cents each and three cost twenty cents. Seven out of the twenty are small sizes of products sold in drug and department stores. In selecting the twenty illustrated

I limited myself particularly to new packages because there are so many attractive ones which have been on the market for one, two and three years.

While there are many of the nationally advertised packages in the chain stores there are also quantities put out by manufacturers who make a business of this type of merchandise only and who seem to tune in rather well on consumer tastes for them. Such manufacturers have the opportunity of considerable experience in testing out ideas for they generally make large numbers of items, each one different, and if they exert sufficient observation and study to the subject from their conclusions they should be able to draw winners every time they put their hand into the bag. However, this is the ideal statement of the

situation for few of them would testify to such success on every venture. Nevertheless, the manufacturers of branded and advertised lines who consider ten cent sales either for actual profits or as a sample and promotion project would do well to study this type of merchandise packaging very carefully before undertaking it on their own products. While a miniature of the standard size product is the goal to be achieved, in some cases it is impractical

to carry it out in detail. At that point it is necessary to determine where and what the compromises must be, each of which must accomplish two things. One, make the packaging operation practical for the manufacturing of the package and product and packing of it in large quantities. Two, make the compromises in the package such that they will express the necessary chain store eye appeal qualities without losing identity with the standard size. These sound easy enough when you read the words on paper. But just try doing it yourself (doing it successfully) and you will realize it is not such a cinch!

As several of the packages I selected are small sizes of standard packages of well known brands I want to discuss them first while we are still on the subject of the reduced or sample size package. "Palmolive" shampoo and "Satinmesh" (ten cent retailers) show the best examples of bottles to be found on the chain store

The "Five-an'-Ten" Trade

The two accompanying articles afford a resume of distinct phases of the trade in toilet preparations in the chain and syndicate store outlets. Mrs. Larisson surprises with twenty new and somewhat unusual packages gathered in the Five and Ten Cent Store Outlets and tells how good some of them are. Mrs. Daniels follows with a description of the actual feeling of druggists and others in a typical Mid-Western state toward the ten cent package and its relation to other standard sizes. The two articles, read in conjunction, present a picture with which every manufacturer of toilet articles should be familiar.

counter on new items. Where old items are concerned "Ambrosia" and the "Embassy" line bottles still hold the palm. Why can't we have better looking ten cent bottles? We could if we wanted them badly enough. Everybody is just lazy about it. The proportions are generally wrong, they have a second-best look which is quite unnecessary. When a bottle is reduced in size

it frequently is necessary to make slight adjustments in proportion. Sometimes the cap does not reduce in the same ratio as the bottle and this calls for additional changes in proportion. Another point noted, many of the bottles have poorer grade labels and more sloppily applied than the cream jars.

Let me draw your attention to the color schemes on



these two packages, "Palmolive" and "Satinmesh." The "Palmolive" liquid as you know is light, yellow green. The metal cap is a deeper green and the label is two-thirds white space, one-third deep green, matching the cap. The word "Palmolive" is in gold on the green and "Shampoo" is in black on the white. While it is a two color print job (unless two printings were used for the gold) it gives the effect of a third color because the white space has been so intelligently used. On "Satinmesh" the color of the liquid is cerise and the plastic cap, black. Two-thirds of the label is gold with tiny heads in back and flesh color, one-third black, with the lettering in gold. Always when a lotion or liquid bottle is transparent (as they generally are) the color of the product must be considered as an important unit of the design and color scheme.

The "Cutex" lipstick (10c) is a very well made miniature case with much of the refinement in manufacture that one associates only with full size cases. It is attached to a card on which a photograph of a girl's face and hands have the lips and nails colored alike. The case is black with white lettering and a red bead adjusts the stick.

"Golden Peacock Bleach Cream" (10c) is in a tiny opal jar with opal cover. A circular label seals it and that means something when you know that the product you buy has never been opened or touched by anyone. The little crescent label on the cover is in black, gold and green. The strip label follows the peacock design motif. It has a decided re-use appeal and I know it isn't going to be thrown away casually when the cream is gone. Proportions are good and there is a slightly opalescent effect as the light plays on the opal glass knob which adds eye-appeal.

"Winx" eye shadow (10c) is in a plastic case, black base, green top. Very good looking and quite as smart as plenty of cases which sell for many times the price.

"Plat-Num" nail polish removing cream (10c) comes in a white, pink and gold tube with a generous stuffer of directions and explanations and has a very attractive (though unnecessarily large) carton in the same design and color scheme as the tube. A right smart little package!

Next is Vantine's "Zanadu" face powder with a black metal shell cap over a paper base lettered in white. In very good taste.

Now, for the packages which, as far as I know, have no department or drug store predecessors. "Ingénue" perfume (10c) is in a well shaped glass vial-type con-

tainer, spiral recessed in decoration and has a green plastic cap and tassel. "Perfume of the Hour" by Duvinne (10c) is a nice little simple glass bottle with a clever green rubber stopper, black wooden base and paper board cover that sets down over it in black, green and gold. The shape of the bottle is similar to a very popular shape used on many expensive bottles and thus gives it a "pedigree" look. "Oxford" lavender toilet water (10c) is in a well designed and made bottle (particularly good for a machine bottle) with a double metal cap and a label in shades of lavender. "Oxford" lavender talcum (10c) comes in a metal top and bottom paper can and is very smart. "Embassy" talc (20c) is in an all metal can and uses the metal as one color of the design with black lines at the base and green lines at the top. The large diameter cap in black metal is the perfect finishing touch making it into an expensive-looking package with its finishing styling. (I've been preaching and using the metal of tubes and cans as part of the color scheme and large caps for adding smartness to caps and tubes for five years.) "London" lavender shaving soap (20c) comes in a covered wooden bowl and is cellophane wrapped and sealed, natural wood, label in black and gold. Very, very good, indeed. "Pine Cone Soap" by Loveland (10c) cellophane wrapped and labeled in gold and black makes a swell soap novelty. I like the idea. "Skin Glow" liquid cold cream (10c) is in a quaintly shaped jar while "Irresistible" liquifying cream (10c) is in a well proportioned generously sized jar with a circular label and cap in green. A glass powder box in pink or green with a metal cap is by Duvinne and retails for ten cents. It has flash eye appeal value. Roguet has a manicure set (20c). In fact, there are quite a few "complete" manicure sets budding out on the chain store counters. The lower half of this one is a hemisphere in black set on three transparent sets and holds three cute little bottles, capped in plastic, shoulder labeled and a bit of cotton. The upper half is the other hemisphere in red and forms the removable cover.

The last two of my selections were from the drug counter. One, "Diro" peroxide, selected for its good looking well proportioned amber bottle and pleasing brown and beige label retails for ten cents and is manufactured by Schuylkill Chemical Co. The other is "All in One Firstade Compact" made by Combination Container Co. and sells for ten cents. In two

(Continued on Page 217)

The Ten Cent Line—and the Druggist

by ETHEL SHERMAN DANIELS

ARE the ten cent cosmetic lines coming or going? Were they children of the depression or are they here to stay?

How do they fit into the business of the independent druggist?

Are manufacturers pushing these lines harder or less than two years ago?

In the belief that the ten cent cosmetic line only brought about a severe case of cold chill so far as inde-

pendent druggists were concerned, the writer undertook a survey of over a hundred independent druggists from every sized community in Iowa.

This state was nationally rated that month as being in the most sound economic condition because of a recent inflow of corn-hog checks, so this survey of what the druggists in convention thought of the ten cent line should be indicative of the mood of the stores just lifting their heads into a new era of business.

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New Products and Packages



WITH the advent of summer weather a number of very interesting developments in the way of new products and packages have been launched on their way by the industry. Only a few of these can be shown in the accompanying pages, space not permitting even the complete cataloging of the new items or redressed products which have come to retailers' shelves during the last few weeks.

On the first page of this section appears the new package designed by Pinaud to place its "Six-Twelve" eyelash product in more feminine guise. The new tube is lipstick-shaped and is colored black, brown or blue to indicate the shade of the contents. An eyelash brush and a booklet of directions complete the package. "Six-Twelve" is now offered in a new shade, midnight blue, a tone popularized at Miami during the winter.

Ferd. Muelhens has brought out a new perfumed Cologne under the name "Troika." The bottle is of unusual shape and the metal cap is in gold with rings and a circle of blue enamel. The label carries out the house color scheme of blue and gold. The name, "Troika" and the label showing the three horses was adopted to indicate that the new product is an out-of-doors item particularly adapted to sports use.

Nassour Brothers have launched a new perfumed water softener under the name "Grecian Bath Luxury." The product is in an attractive lavender carton in two tones with a window to show the color of the contents, which is in several shades. A side pouring spout adds to the utility of the container.



ON the second page is the new cleansing cream of "Dixie Deb," in an opal jar with white enam-



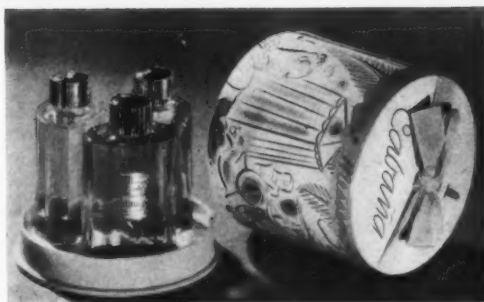


eled metal top and a label in attractive pastel coloring.

Houbigant's "Fougere Royale" shaving bowl is the latest from this progressive house. It is made of natural wood with a burned in brand on the cover and is wrapped in transparent cellulose. The soap is perfumed with the "Fougere Royale" odor which the company feels is a distinctly masculine fragrance.

Lenthéric's "Cabana" is a new presentation of the "Three Silent Messengers" with which the company made such a success during the holiday season. The carton is a novel one in the form of a beach cabana in color scheme of white, yellow and black. At the top is an attractive bow of yellow ribbon.

Hollywood Laboratories of Toronto are expanding rapidly, both in sales and manufacturing facilities and are adding a number of interesting new items which will be presented in these pages from time to time. Illustrated this month is the new package for their perfumes. The bottle is of standard design but label and carton are of gold foil paper with lettering in red and black,





making a most effective package from the standpoint of sales and display.

Bonne Bell has developed an attractive vanity bag containing a liberal assortment of its well-known products. The bag is of leather with "zipper" closing device and is available in several colors to match or harmonize with almost any costume. It is meeting with considerable demand as a resort and week-end item.

SHOWN on the third page is a new violet scented deodorant in a handsome sprinkler top package which Beecham Laboratories have added to their line. The bottle is of clear glass and the closure of metal. The company's familiar "Alabastrine," a preparation which has met with some success as a nail product has a new label in silver and black which adds much to its appearance.

Virginia Murray's new cream is in sturdy opal jar with a black metal closure. The label of the applique type is in readable script in black and adds materially to the effectiveness of the packages.

Prince Matchabelli, in line with the vogue for floral odors, has placed several very excellent perfumes of this type upon the market. They are, of course, available in the familiar crown bottles, characteristic of his

line, but special introductory packages have also been designed. The bottles are square with metal closures which carry out the crown line and the carton in which sets of three are packed, is of red paper with gold borders and lettering. The new odors and the new packages are meeting with marked success.

The latest Ogilvie product is a "Creme-Set" especially developed to counteract the tendency to dryness and brittleness of the hair. It is used as a regular wave-set preparation but is said to leave the hair with a lasting sheen and no evidence of stickiness, stiffness or powdery residue. It is packaged in a handsome jar of lustrous black with the label in the familiar color scheme of buff and black.

Among the other new products which space prevents our illustrating are the McKesson & Robbins soapless shampoo whose packaging follows that of the other new McKesson items; a molded plastic jar for cream

by Belle Fromme which is black with silver and scarlet label; a very handsome crystal Cologne bottle used by Houbigant.



Copeland Bill Passage Seems Sure

*Measure Pushed Through Senate Last Month with Modifications
Appears Likely to Be Successful in House Before Adjournment*

by FELIX J. BELAIR, JR.

WASHINGTON, June 10.—Final passage this session of the administration—a sponsored Pure Food and Drugs law appears now assured following the action of the Senate two weeks ago in pushing the bill through without a single dissent. The red letter day in the Senate was May 28 when passage came after adoption of a series of technical amendments designed to placate opposition from Senators Bailey, Clark and others.

The measure still has an obstacle to hurdle in the House, but unless sponsors of the bill in that body are too enthusiastic in their estimates the bill will become law prior to adjournment sometime in August. This obstacle that now confronts the measure is the volume of pending legislation before the Interstate and Foreign Commerce Committee to which it has been referred.

In addition, Chairman Rayburn appears none too anxious that the bill be hurried along but it is thought likely he will carry out President Roosevelt's expressed desire that legislation embodying the principles of the Copeland Bill be enacted before the end of the session. Rexford G. Tugwell, Under-secretary of Agriculture, and W. G. Campbell, Chief of the Food and Drug Administration, conferred with Chairman Rayburn shortly after the bill was referred to his committee and both came away in a hopeful frame of mind.

The difficulty of getting the measure out of committee is not to be disregarded in any careful analysis of its chances, however, particularly in view of Mr. Rayburn's stand that it must take its turn and follow many other important bills awaiting committee consideration. These pending measures also have the endorsement of the President, it must be remembered.

They include the Utility Holding Control bill, a measure for federal regulation of interstate bus and truck operations, various amendments to the Transportation Act of 1920, continuation of the Emergency Transportation Act of 1932 and other less important bills. So pressed is the committee with matters other than the Pure Food and Drugs measure that Mr. Rayburn said he could not now find members sufficiently unoccupied to draft into a sub-committee for consideration of the bill.

As stated by Mr. Campbell, however, the present session is a long way from adjournment and President Roosevelt has lately shown a disposition to hold Congress on the job until action on his program has been obtained even though the components of that program may be greatly modified from their original form. Although he conceded being a confirmed optimist, Mr. Campbell says he is particularly optimistic that the bill

will be passed by the House this session and in substantially its present form.

As the Copeland bill now stands it is less drastic than at any time prior to adoption more than a month ago of the Bailey amendment prohibiting multiple seizures for adulteration or misbranding without a court order substantiating charges of the Federal Government against the product sought to be confiscated. It does go further than would have been the case under the Bailey amendment as first drawn.

A modification to the amendment, accepted by the Bailey-Clark coalition prior to its adoption would tolerate multiple seizure in cases where the product is adulterated or misbranded in such a way as to make it "imminently dangerous to health". The Secretary of Agriculture is constituted the judge of whether the facts at hand warrant a finding that the product may be dangerous to the health of the user.

The seizure authority is thus much milder than the Food and Drugs Administration would have it but the agency considers the amendment so vastly improved over its original form as to be a victory for proponents of a strong bill. The Administration would like to have advertising brought under the same authority to prevent misrepresentation where it might result in danger to health of the reader and an effort to place this in the bill during its consideration in the House is to be looked for. In any event, the Food and Drug Administration is well pleased with the bill as it now stands.

It is not confined to unit seizures in all cases pending adjudication of complaints after lengthy litigation. And most important of all to the Administration, it is given authority over advertising of food, drugs and cosmetics which at one point during the Senate debate was close to being placed in the Federal Trade Commission.

This devision of jurisdiction under the law would have resulted in such a difficult administration problem as to make the act practically unworkable, in the opinion of Mr. Campbell.

"There has seldom, if ever, been legislation so perfect that it could not be improved through modification," said Mr. Campbell after the bill was passed by the Senate. "We have seen a demonstration of this today and it is quite likely that the bill will be further improved by amendment from time to time. However, it cannot be denied that the new bill makes the Pure Food and Drugs Act so immeasurably better than at present as to place it almost beyond comparison."

With the Copeland Bill now before the House Interstate Commerce Committee, nothing has been heard on that side of the Capitol in support of the two House

(Continued on Page 185)

Editorials

The Industry's Associations

THE chief result of the recent All-Industry Conference was the organization of the Toilet Goods Association. This step had been foreshadowed by the splendid work accomplished by the Committee of the Toilet Goods Industry which functioned voluntarily as a general industry association during the last year. The new association will undoubtedly accomplish a great deal for the industry. Its action on broad industrial problems such as the excise tax, cosmetic legislation and other questions, on which there is virtual unanimity among manufacturers of all classes, will be stronger than that of previous groups because the entire industry will be united back of its efforts.

These are important questions, but there are many other problems intimately affecting the welfare of manufacturers of toilet preparations, which, under the regulations adopted by the Conference, cannot be acted upon by the new group. It will be recalled that the Conference adopted a resolution confining and limiting the activities of the new body to "non-controversial" matters. It is unfortunate, perhaps that most of the problems in greatest need of solution at the moment are "controversial." Their very nature makes them highly "controversial."

Now that the Supreme Court has swept aside the Code, the entire body of fair trade practices which it had been assumed would be handled by the Code Authority is left suspended like Mahomet's coffin. Into whose hands will these highly controversial trade practices fall? They must be the object of someone's care unless we are content to go back to the pre-code stage in our merchandising and there are very few who would want to do that.

It is for this reason that we are gratified at the decision of the executive board of the Associated Manufacturers of Toilet Preparations to keep that body alive and distinct from the Toilet Goods Association. The industry needs the A.M.T.A. in spite of the formation of the new and all embracing body. Freed from the necessity of handling the difficult and costly legislative work which has been assumed by the new organization, the A.M.T.A. can work to even better advantage on other questions.

It is the present intention of the executive board of the A.M.T.A. to allow it to remain dormant, at least during the summer, and to turn offices and staff over to the newly organized association. This seems to be a logical development, but it should be done with a definite idea of resuming active work at some future date, preferably not too far distant. There is a great deal of work which the A.M.T.A. can do for the industry and for its own members. That work should not be delayed too long nor should interest in the association be permitted to die through a long period of inactivity.

Two years ago, the A.M.T.A. postponed a scheduled Trade Practice Conference with the Federal Trade Commission because of the passage of N.I.R.A. and the probability that trade practices could best be governed under the codes. That conference has never been cancelled. It is still pending and can be renewed at any time. Perhaps, as the able president of the N.W.D.A. told the Conference, it was a mistake to postpone it at the time and it should be renewed immediately. That, at least, is one method by which the merchandising gains under the code can be saved from the wreckage of the N.R.A. That, in our opinion, should be the first work of the A.M.T.A. It is the most important matter facing the industry at present, not excepting excise taxes and legislation.

Educate the Collectors!

UNDER the Manufacturers Excise Tax on Toilet Preparations, there has been developed by the Bureau of Internal Revenue a body of rulings, formal and informal for the proper administration of the tax. Necessarily at the start, the situation was clouded by the complex nature of the toilet goods business, the private brand set-up with which the Bureau was obviously wholly unfamiliar, and the fact that many of the products of the industry might be called "border line" products whose taxability was subject to quite reasonable doubt.

At times we have taken the Bureau to task for conflicting and complicated rulings which not only have failed to clarify the situation but have even rendered it more complex. We believe, however, that officials in

OUR ADVERTISERS

DODGE & OLCOTT COMPANY
New York

AMERICAN PERFUMER AND ESSENTIAL
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: For many years we have favored you with our contract for advertising in THE AMERICAN PERFUMER. Each time when renewing our contract with you we pondered as to whether to continue. As you know, this house has been an exceedingly conservative advertiser. During the many years of our existence we have advertised in very few journals only; but the mere fact that we have continued in THE AMERICAN PERFUMER should be cause of satisfaction to you as it is a clear sign of having obtained the results from it that we are after.

The service you have rendered us during the many years in which we have been an advertiser in your journal has been entirely satisfactory and we wish you continued success.

With best wishes we remain

Very truly yours,

DODGE & OLCOTT COMPANY,
HERMAN G. WEICKER, Vice-President.

the Bureau in Washington have earnestly done their best to perfect existing rulings and to draft regulations which to them seemed to encompass all the complexities of the toilet goods business and bring uniformity of collection and regulation. If we must have an excise tax, that is about all that can be hoped for.

In the recent campaign for the collection of additional taxes supposed to be due and payable in addition to those already paid by the manufacturers, there have been numerous complaints from the trade as to the activities of those investigating and making assessments. Not all of these complaints have been wholly justified but in many instances it appears that the field men or local collectors have gone and are going far beyond the authority of the law, the regulations and the rulings of Washington.

It is not necessary to suppose that these men are acting arbitrarily or capriciously in this work. Doubtless in every instance they believe that they are correct in making additional assessments. In many instances, however, they are acting at variance with if not directly contrary to established rulings upon which the trade has operated in good faith for almost three years.

For example, the collector in a West Coast city is reported to be making assessments against sellers of perfumes, purchased in bulk and packaged and then sold to the usual trade. There is a definite ruling on

bulk goods (G.C.M. 11522) which states that the actual maker of the goods is the taxable party while the packager is not. This ruling defines the word "manufacturer" in all similar cases to all intents and purposes. Why does the collector in the West ignore and violate this ruling? Obviously it is because he doesn't know of it or doesn't understand it, for local employees have no authority beyond that extended to them by Washington. Here is a case in which a local collector is proceeding directly contrary to an official ruling.

Then there might be cited the water softener cases in which products which are not "held out or advertised" as bath preparations are being held taxable because they are "similar to" certain preparations used in the bath. In this case the meaning of the ruling of Washington is obviously being "stretched" by the doctrine of similitude far beyond the intent of the law and presumably beyond the point considered legal by those in authority who originally ruled on the subject.

There is further an obvious attempt to apply the principles, which the government is seeking to uphold in the Bourjois case, to manufacturing and selling companies which are not interrelated in ownership or control. Some of the local collectors apparently believe that these doctrines apply to actual arm's length transactions which the law itself and the original regulations contradict. On this point there can be no two interpretations although local collectors in some instances are assuming that all selling companies fall within a single class regardless of ownership and control.

This situation is rapidly becoming acute and is hampering manufacture and trade in various parts of the country. If continued it will be a definite menace to the industry and to the free flow of commerce in toilet preparations. Is it too much to ask that Washington advise collectors on a few of these points on which apparently dense ignorance prevails or must the trade fight in the courts to preserve its rights?

This magazine has consistently attempted to keep the industry posted on its obligations and duties under the Excise Tax law. It invites inquiries and complaints on the present activities of local authorities with a view to assisting in the clarification of the law and the regulations. It will endeavor as in the past to answer any questions submitted or to secure definite and authoritative answers to such questions. Meanwhile it urges manufacturers of toilet preparations to resist the assessment of taxes under the interpretations of local authorities when such interpretations contradict the terms of the law or of definite rulings from Washington, at least until the situation can be clarified by further rulings. And we again urge Washington to EDUCATE THESE COLLECTORS!



W. F. MEYER
President

F. E. M. A. Meets at Chicago

*Twenty-Sixth Annual Convention Held at Lake Shore
Athletic Club and W. F. Meyer
Re-Elected President*

W F. MEYER of Warner-Jenkinson Co., St. Louis, was re-elected president of the Flavoring Extract Manufacturers' Association of the United States at its twenty-sixth annual convention, held at the Lake Shore Athletic Club, June 2 to 4. Other officers were re-elected with him. They are: George M. Armor, McCormick & Co., Baltimore, first vice-president; Clark C. Nowland, George H. Nowland Co., Cincinnati, second vice-president; William J. Sunn, Baker Extract Co., Springfield, Mass., third vice-president; Frank L. Beggs, Styron-Beggs Co., Newark, O., treasurer; and E. L. Brendlinger, The Dill Co., Norristown, Pa., secretary. John S. Hall, Chicago was re-appointed executive secretary and general counsel.

The executive committee of the association will consist of the officers and the following who were elected at the meeting: John A. Handy, The Larkin Co Inc., Buffalo; George H. Burnett, Joseph Burnett Co., Boston; B. H. Smith, Virginia Dare Extract Co., Brooklyn, N. Y., and A. F. Wussow, Price Flavoring Extract Co., Chicago. Mr. Wussow is the only new member of the board having been elected to succeed Fred S. Rogers of Middletown, N. Y.

Meyer Sees End to Depression

The sessions opened with the address of the president, who outlined the progress made by the association during the last year. He devoted a portion of his talk to

an outline of the organization of the Code Authority in conjunction with other associations in allied fields, and closed by stating his strong belief that the depression had spent itself and that the country was well on the way to a period of prosperous normal business which he said would eventuate regardless of "what Washington does or does not do."

John S. Hall, executive secretary and general counsel, presented his annual report which took up in detail the work of his office in conjunction with the legislative committee, reporting fully on the many bills before Congress and the various state legislatures this year. He stated that 21 bulletins had gone out to the members during the year on phases of legislative activities. After discussing at some length the Supreme Court decision on the N.R.A., he took up the Copeland Bill (S. 5) and analyzed it completely, especially those sections dealing with food products and the administrative provisions and outlined the work of the association on this measure.

Action on Legislation Urged

State legislative matters were then discussed and Mr. Hall pointed out that in Congress and the various State Legislatures, there had been introduced a total of 1057 bills affecting flavoring extract manufacture and sale in one way or another. He analyzed several of the typical bills in this list and pointed out that all of them fell within a few general classes such as regulatory measures, tax measures and alcohol measures.

Frank L. Beggs as treasurer reported the association



GEORGE M. ARMOR
Vice-President



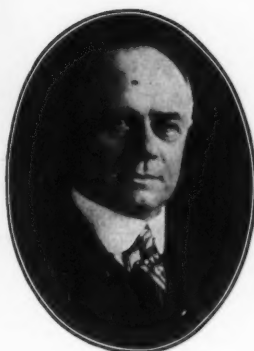
CLARK C. NOWLAND
Vice-President



W. J. SUNN
Vice-President



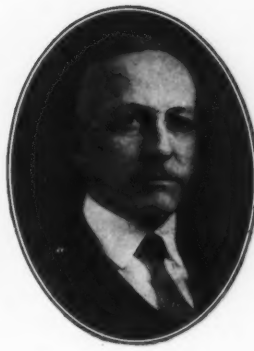
E. L. BRENDLINGER
Secretary



FRANK L. BEGGS
Treasurer



JOHN S. HALL
Executive Secretary



GEORGE H. BURNETT
Executive Committee



B. H. SMITH
Executive Committee

in its usual thriving financial condition and his report was adopted with a vote of thanks.

The only set address at the opening session was that of James L. Donnelly, executive vice-president of the Illinois Manufacturers' Association who discussed the manufacturers' problems in relation to national legislation. He called upon industry to educate the public regarding the real facts of industrial relationships in order that it might be posted when radical legislation came before Congress and the state legislatures. In closing he urged the association to take an active interest in legislation and the individual manufacturers to work in their respective districts in favor of constructive and against unwise measures.

Report on Code Work

E. L. Brendlinger reported for the legislative committee covering a portion of the ground reported on by Mr. Hall and urging members to co-operate as fully as possible with the legislative committee and with Mr. Hall's office on the many legislative problems which seem likely to arise during the coming year. He was followed by George M. Armor who reported rather briefly on the code work, pointing out in conclusion that under the Supreme Court decision the Code Authority would speedily close out his affairs.

An address by John N. Van Der Fries, divisional manager of the Chamber of Commerce of the United States, outlined proposals for various types of social legislation now pending in Congress or proposed by the Administration and took a position in opposition to these proposals. He said, however, that he did not believe the old conditions in industry prevalent before the enactment of the N.R.A. and other social proposals of the Administration.

F. M. Henley of the U. S. Industrial Alcohol Sales Co., discussed alcohol in the flavoring extract industry and urged the inclusion of a clause in state alcohol control acts which would specifically exempt alcohol for use in the arts and industry from the provisions of these regulatory measures.

The problems of the retail grocer in reference to the marketing of extracts was ably discussed by H. C. Petersen, executive secretary of the National Associa-

tion of Retail Grocers. Homer J. Buckley of Buckley-Dement Co., discussed "Modern Sales Methods" in a very interesting paper.

Copeland Bill Is Discussed

A general discussion of the Copeland Bill as related to food products and especially flavors was held under the direction of Mr. Brendlinger and a discussion of caps and closures under the chairmanship of Mr. Beggs.

Routine committee reports were made by C. C. Nowland for the membership committee, John A. Handy for the transportation committee, and L. K. Talmadge for the costs committee. The scientific research committee reported under the direction of C. S. Purcell. Portions of his report will be presented in later issues.

Golf Tournament Winners

The entertainment features were varied and colorful as usual. There was a luncheon and style show for the ladies at Marshall Field & Co. and on the first evening a water carnival and informal dinner at the club. The annual golf tournament was played at Medinah the second day and resulted as follows:

CLASS A.

1st D. F. Bowey	94-17-77
2nd F. J. Lueders	90- 9-81
3rd C. F. Howland	100-18-82

CLASS B.

1st F. E. Furst	93-21-72
2nd D. F. Lum	95-22-73
3rd W. H. Jelly	95-19-76

CLASS C.

1st A. Rasmussen	98-25-73
2nd W. H. Schuette (tie)	108-27-81
3rd Dr. B. H. Smith (tie)	108-27-81

LOW NET FOURSOME

Earl Davies	J. T. Ogden
F. W. Allen	Frank Green
M. V. Pennal	R. F. Caulk
E. N. Blomberg	M. L. Fretz
A. C. Drury	



A. F. WUSSOW
Executive Committee



JOHN A. HANDY
Executive Committee

A bridge tournament for the ladies was held the same afternoon. The annual banquet and award of golf prizes took place in the evening and dancing followed until an early hour.

Resolutions

The convention went on record in its resolutions as unalterably opposed to the social security bills pending in Congress as well as to the Wagner employee relations bill. A resolution urged continuance of the wage and hour arrangements which prevailed under the Code. A resolution of sympathy upon the death of Charles R. Rosevear of Thurston & Braidich and Theodore Wegener of Theo. A. Wegener Co., was adopted, and a resolution of regret at the inability of Fred S. Rogers to attend the convention was also approved.

Trade Press Is Thanked

Resolutions of thanks were adopted for THE AMERICAN PERFUMER and other members of the trade press, The Lake Shore Athletic Club, the several guest speakers at the meeting, W. F. Meyer for his work as president, E. L. Brendlinger secretary, John S. Hall executive secretary, Mr. Brendlinger and Mr. Armor and other members of the Code Authority, the convention committee and its chairman A. F. Wussow and his associates Frank Z. Woods, Frank Allen, Mrs. John Buslee and M. B. Zimmer, and E. L. Kinsell for his efforts at getting the meetings started on time each morning.

To Work with Other Groups

A final resolution pledged continued co-operation with other trade associations including the Proprietary Association, Associated Manufacturers of Toilet Articles, American Bottlers of Carbonated Beverages, Beauty and Barber Supply Dealers Association, and a number of associations in the wholesale and retail grocery fields.

Antioxidants for Oils and Fats

In former articles the author has described the effect of numerous organic compounds regarding the autoxidation of linseed oil. Since it was to be expected at first that the same compounds would act differently in the autoxidation of non-drying oils, the following experiments (paper listed below) were made with soya bean oil and Tsubaki oil. The results of these experiments may be gathered from the subjoined table:

NAME COMPOUND	CATALYTIC EFFECT ON	
	SOYA BEAN OIL	TSUBAKI OIL
α -pinene	inactive	weak oxidant
linalool	weak antioxidant	weak oxidant ?
geraniol	weak antioxidant	inactive
nerol	weak antioxidant	inactive
citronellol	inactive	inactive
l-borneol	weak antioxidant	inactive
l-menthol	weak oxidant	inactive
α -terpineol	weak antioxidant	weak oxidant
isopulegol	weak antioxidant	inactive
benzyl alcohol	antioxidant	inactive
β -phenyl ethyl alcohol	inactive	inactive
diphenyl oxide	weak oxidant	inactive
anethol	oxidant	oxidant
thymol	strong antioxidant	strong antioxidant
jara-jara	strong oxidant	oxidant
eugenol	strong antioxidant	strong antioxidant
isoeugenol	strong antioxidant	strong antioxidant
cis-isosafroenol	strong antioxidant	strong antioxidant
safrol	antioxidant	antioxidant
isosafrol	oxidant	antioxidant
citronellal	weak oxidant	weak oxidant
benzaldehyde	strong oxidant	strong oxidant
vanillin	strong oxidant	weak antioxidant ?
heliotropin	strong oxidant	strong oxidant
acetophenone	strong oxidant	strong oxidant
benzophenone	strong oxidant	strong oxidant
α -ionone	strong oxidant	strong oxidant
camphor	inactive	inactive
benzoic acid	weak oxidant	inactive
salicylic acid	weak oxidant	inactive
phenylacetic acid	inactive	inactive

—Allgemeine Oel- und Fett-Zeitung.

Cosmetic Industry in Argentina Grows

The domestic cosmetic industry in Argentina is making rapid strides, and it has been estimated that 85 percent of all cosmetics used are of domestic production. In Buenos Aires alone there are more than 40 factories producing a variety of these products which sell from 25 to 50 percent below the prices for the imported article. A number of well-known European and American firms have established local factories and thus are able to compete in price with the domestic article. However, in imported cosmetics, Argentina cannot be said to be strictly a price market, as the market for these articles is supported by an exclusive clientele to whom price is not the determining factor. In the past, this market has been dominated by products of French manufacture.—(Consul General A. N. Warren, Buenos Aires.)

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We also desire to take this opportunity of expressing our appreciation of your splendid magazine which we have found extremely helpful in the development of our new business.



Oil of Sweet Basil

by DR. ERNEST S. GUENTHER*

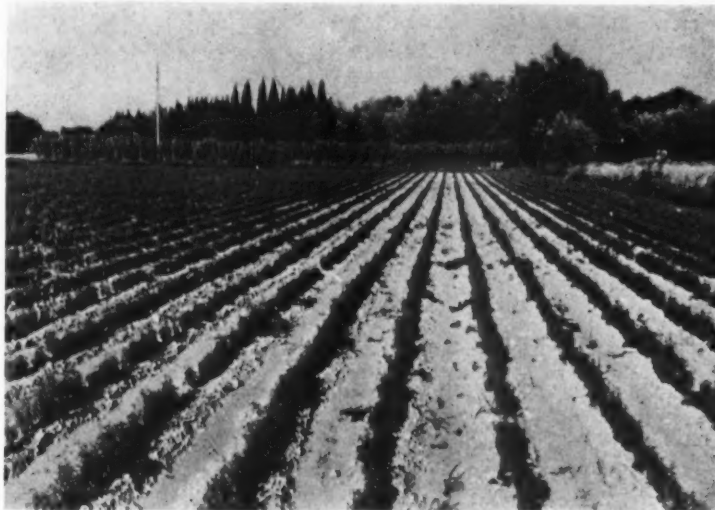
A CLEAR differentiation must be made between the genuine, high priced French or European sweet basil oil and the much cheaper "Réunion basil oil." The true sweet basil (*Ocimum basilicum* L.) grows in several countries of Europe (Germany, France, Spain) and in Northern Africa. It is cultivated on a large scale in the South of France, particularly around Mandelieu, Pegomas and also in the Grasse region. In Spain, the plant (*Albabaca* in Spanish) is cultivated in gardens of private homes but only for decorative purposes. No essential oil of sweet basil is distilled in Spain.

The botany of the sweet basil plant is so complicated that there still exists considerable confusion as to the different varieties. A detailed botanical study of the various cultivated *basilicum* species has been carried out by E. G. and A. Camus¹. According to these authorities, *Ocimum basilicum*, var. *Crispum*, is grown in Southern France because this variety gives the highest yield of oil and the finest aroma. According to a private communication from Mr. Boischot, Director of the Experimental Garden in Grasse, only the *Grand Basilic* variety of *Ocimum basilicum* is cultivated in France for the production of oil. Besides, seed growers offer several sub-varieties of sweet basil, for instance, *Basilic Grand Vert* to be used in perfumery work and sometimes also *Basilic feuille de laitue*. However the main variety is *Grand Basilic*. Undoubtedly, oil of true *Ocimum basilicum* as produced in France is far superior to the so-called "Réunion basil oils," the mother plant of which has not yet been definitely identified.

The seed is first planted under glass in Winter, in Spring transplanted into nurseries and in April-May set out into the fields. The rows are about one meter apart and the single plants in each row about sixty to seventy centimeters apart. It is necessary to weed out, to irrigate and to replant every year. The plants grow sixty to seventy centimeters high. Harvest takes place in July and August. The flowering parts are carefully trimmed three or four times during this whole period. According to the prevailing weather, one woman can collect in one day about fifty to sixty kilos of

flower material. It is a cumbersome and expensive method. Sufficient flowers on top of the plants grow again within a period of ten to fifteen days when they are again clipped. Therefore, the sweet basil harvest lasts for almost two months. Thus in France mostly the flowering parts of the sweet basil are cut and distilled which gives an extremely fine oil; only at the end of the harvest is the whole plant cut and distilled. It appears that in other countries this procedure is not followed and the whole plant, particularly the leaf material, is distilled. According to the belief of the French producers this does not have as fine odor qualities as the French oil.

The total production of French sweet basil plants in good years was between 250,000 and 300,000 kilos, of which in Pegomas alone 150,000 kilos were distilled. In those years up to 100 francs or more per hundred kilos of sweet basil flowers were paid. In 1930 the price fell to about 70 francs and in 1931 even lower. Under actual living conditions in Southern France, 60 francs per hundred kilos should be considered the minimum at which farmers would find it worth while to grow sweet basil. The low prices prevailing during the past few years have so discouraged the growers in the Pegomas-Mandelieu and Grasse region that production nowadays is almost discontinued; instead of several hundred thousand kilos of sweet basil flowers only a few thousand kilos were harvested and distilled in the last few years. In 1934 production was practically



YOUNG FIELD OF SWEET BASIL IN FRANCE

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AMERICAN SWEET BASIL AT WOODBINE, MD.

negligible. Much sweet basil could be grown and distilled in those regions but the farmers must be encouraged by adequate prices and an assured outlet for their plant material before they consent to again plant seed in the winter time. Once planted, sweet basil develops very quickly and easily.

Distillation in the Pegomas region is carried out in regular steam stills of medium capacity. A charge consists of about 400 kilos of plant material and the distillation lasts approximately 1½ hours. If flower material exclusively is distilled, 900 to 1100 kilos, and sometimes even more, are required to give one kilo of oil. The whole plant as distilled at the end of the harvest yields much less oil. 1400 to 1500 kilos give about one kilo of oil.

All European sweet basil oils are similar in chemical and physical properties. According to Gildemeister & Hoffmann², specific gravity at 15° C ranges from 0.904 to 0.93; optical rotation from -6° to -22°; refractive index at 20° C from 1.481 to 1.495; acid value—up to 2.1; ester value from 1 to 15; solubility—soluble in one to two volumes of 80% alcohol and more, sometimes with opalescence or separation of paraffin.

Roure Bertrand Fils in their *Report* of October 1910 published a study of different varieties of *Ocimum basilicum* as grown in the Grasse region, and found that the constants of these different oils varied between:

Specific Gravity at 15° C:	0.8959 to 0.9168
Optical Rotation:	-10° 14' to -13° 52'
Refractive Index at 20° C:	From 1.477 to 1.488
Acid Value:	" 0.7 to 3.5
Ester Value	" 3.5 to 9.8
Alcohol content figured as linalool:	" 34.5% to 39.66%

The methylchavicol content of all these oils was about 55%.

Methylchavicol, the main constituent of sweet basil oil is oxidized upon standing into an aldehyde, whereby older oils develop a higher specific gravity and higher refractive index.

Genuine oils of own distillation showed the constants

listed on the opposite page.

The solubility was normal insofar as the oil dissolved in one volume and more of 80% alcohol, sometimes with slight opalescence.

Alcohol content figured as linalool ranged from 33 to 41%.

Not all constants described above fully coincide with those of Gildemeister & Hoffmann, nor with those of Roure Bertrand Fils. Yet in regard to odor value these oils were excellent.

The chemical constitution was investigated by DuPont and Guerlain in regard to French oils³ and in regard to German oils by Bertram and Walbaum⁴. Both the German and the French oils contain as main constituents methylchavicol and linalool. In the German oils was also found cineol but neither in the French nor in the German oils could the presence of camphor be established.

In 1930 and 1931 sweet basil was cultivated experimentally also in the United States by the Department of Agriculture and oils with very fine odor qualities, quite equal to the French oils, were obtained. A detailed study of this work appeared in this journal (XXX, 2, 76; April, 1935). On account of the relatively low prices prevailing in 1931 for French sweet basil oil, the American experiments have not yet been translated into regular commercial production, a feature to be regretted because in the last two years it has become increasingly difficult to obtain good, sweet basil oils from Southern France, the farmers in Pegomas, Mandelieu and Grasse having more and more restricted their plantations.

The so-called "Réunion basil oil" distilled in the Comoro Islands and in the Seychelles vaguely resembles true sweet basil oil from *Ocimum basilicum*. The "Réunion basil oil" is produced from an entirely different mother plant about which, however, nothing definite has yet been established. According to Gildemeister & Hoffmann, these Réunion oils have the following constants:

Specific Gravity at 15° C:	0.945 to 0.987
Optical Rotation:	+0° 22' to +12°
Refractive Index at 20°:	1.512 to 1.518
Acid Value:	up to 3
Ester Value:	9 to 22

Soluble in 3 to 7 volumes of 80% alcohol, sometimes with separation of paraffin.

The "Réunion basil oils," therefore, differ from true *Ocimum basilicum* oil in regard to higher specific gravity, dextro-rotation instead of laevo-rotation and higher refractive index. Abnormal constants in this respect when noted in oil of *Ocimum basilicum* should be regarded with suspicion.

The chemical constitution of the "Réunion basil oil" was investigated by Bertram and Walbaum who found as main constituent methylchavicol (in one oil about

Constants of Genuine Oils of Sweet Basil

Specific Gravity at 15° C:	0.914	0.919	0.919	0.920	0.920	0.935	0.927
Optical Rotation:	10° 34'	—10° 50'	—9° 42'	—9° 30'	—9° 35'	—7° 24'	—4° 8'
Saponification Value:	14.5	5.1	7.0	5.6	6.5	13.1	8.4
Refractive Index:	1.4869		1.4891	1.4889	1.4892	1.4929	1.4911

67.8%), furthermore cineol, d- α -pinene, and d-camphor. The latter constituent is not present in oil of true *Ocimum basilicum* and its presence in such an oil would indicate adulteration with "Réunion basil oil." As another differentiating feature it should be noted that according to Bertram and Walbaum, linalool is not present in "Réunion basil oil." It must be admitted that the "Réunion basil oil" vaguely resembles *Ocimum basilicum* oil because of the methylchavicol content in both oils. The "Réunion basil oil," however, is more camphoraceous and especially it shows a sweet note reminiscent of anethol which is probably present in the "Réunion basil oil," but so far has not been found in the true *Ocimum basilicum* oil.

As mentioned, the botany of *Ocimum basilicum* is extremely complicated and this explains why there still exists confusion about some oils, supposedly of *Ocimum basilicum*, distilled in Java¹, in the Seychelles² and also in Samoa³. These oils contain from 28 to 61% of phenolic constituents, mostly eugenol, which fact proves that these oils originate from different *Ocimum basilicum* (?) plant varieties.

Still another type of basil oil is characteristic by its content of methyl cinnamate. An oil distilled in Egypt by M. Charles Garnier had the following constants:

Specific Gravity at 15° C:	0.940
Optical Rotation:	—7° 6'
Acid Value:	2.8
Ester Value:	40.1 or 14.0% apparent linalyl acetate, or about 10% methyl cinnamate.
Ester Value after acetylation:	136.5 or 40.6% apparent total linalool
Solubility at 20° C:	Soluble in one or more volumes of 80% alcohol

This oil is similar to a Bulgarian basil oil⁴ with the difference that the latter contained 36.7% methyl cinnamate which fact leads to the conclusion that the distilled plant is *Ocimum canum* Sims.

Adulteration of true sweet basil oil is done mostly with the much cheaper "Réunion basil oil" whereby, as mentioned above, a higher specific gravity, higher refractive index and lower laevo-rotation, or respectively slight dextro-rotation, according to the amount of addition, is obtained. These features can be somewhat corrected by the addition of linalool of suitable rotation. Therefore, extreme care is required in regard to purchasing true sweet basil oil which, on account of its high price, must be considered an article of strict confidence.

A Valuable Ingredient in Perfumes

Oil of sweet basil is a valuable ingredient in perfumes where it blends especially with jasmine types, imparting strength and sweetness. It is also widely used in France in various kinds of culinary preparations and, as such, is very popular.

¹ Reports of Roure Bertrand Fils, October 1910, 23. See also Gildemeister & Hoffmann, *Die Atherischen Öle*, 3rd Edition, Volume III, page 911.

² *Die Atherischen Öle*, Third Edition, Volume III, page 910.

³ *Compt. rend.* 124 (1897), 300.—Bull. Soc. chim. III, 19 (1896), 151.

⁴ *Arch. der Pharm.* 235 (1897), 176.

⁵ P. van Romburgh, *Verslag Plantentuin* (see Gildemeister & Hoffmann, *Die Atherischen Öle*, Third Edition, Volume III, page 915, Footnote 1.)

⁶ A. Chiris, *Les Parfums de France* 1924, 49.

⁷ *Berichte, Schimmel & Co.*, 1932, 6.—1934, 7.

⁸ *ibid.*, 1932, 6.

Copeland Bill Passage Seems Sure

(Continued from Page 177)

bills which earlier had been offered in substitution of the Senate measure. The Mead Bill, one of the two proposed substitutes has been changed to incorporate many of the provisions contained in the Copeland Bill.

Even if it should be brought before the House in preference to that recently passed by the Senate, backers of the latter see no difficulty in making it correspond.

Consideration of important legislation in various House and Senate Committees is seldom without ugly rumors concerning the reasons why some committee member may be for or against the proposal. Such a report is now going the rounds in connection with prospective Interstate Commerce Committee consideration of the Copeland Bill and has to do with Chairman Rayburn and the attitude he may hold toward the measure.

The report has for its basis the fact that Mr. Rayburn

accompanied the Texas delegation to the White House last year when it protested the inclusion by the Food and Drug Administration of "Crazy Water Crystals" in its "Chamber of Horrors" exhibit then being displayed before various womens' clubs and consumer associations. The Administration recognized its error thus in proceeding against a product over which it had no jurisdiction and it was withdrawn from the exhibit.

As far as can be learned from usually well-informed persons, the presence of Mr. Rayburn in the delegation was more political than otherwise inasmuch as the march was organized by a Democratic state committeeman, and application of the incident to his present attitude is generally considered without foundation.

This much is certain. Circulation of the rumor at this time is very much regretted by officials of the Food and Drug Administration, who feel it can only react upon the friendly relations between the agency and the House committee and, possibly hamper progress on the bill.

Cleveland Survey Analyzes Distribution

FURTHER analysis of the drug and toilet goods inventory recently taken in 5,457 Cleveland homes by the *Cleveland Press* presents an important picture of distribution trends. A summary of consumer brand preferences was published in the May issue.

More women, for example, purchase dry face powder in one Cleveland department store than in the 99 units of the three largest drug chains combined. On the

other hand, they buy more shampoo from house-to-house canvassers than from all department stores.

The survey, of course, applies only to the city of Cleveland, and the percentage figures do not reflect the dollar volume sold by these distribution channels. The question asked was "Where had you purchased these products?" and the figures below indicate only the point at which the items had been bought.

PRODUCT CLASSIFICATIONS	Chain Drug	Ind. Drug	Dept. Store	Syndicate Store	House to House	Beauty Shop	All Other
Dentifrices							
Tooth Paste	47.5	17.0	10.8	16.3	8.4
Tooth Powder	47.5	17.3	9.3	17.6	8.3
Shaving Accessories							
Shaving Cream	53.1	19.8	8.8	6.7	3.7	...	7.9
Brushless Shaving Cream	52.7	17.5	9.0	6.5	3.7	...	10.6
Shaving Powder	41.9	20.9	13.6	10.1	3.2	...	10.3
Shaving Soap Sticks	46.9	17.1	5.3	19.7	11.0
Shaving Soap Cakes	27.7	14.1	8.0	32.1	5.4	...	12.7
Toilet Soaps for Shaving ¹	16.2	7.8	6.9	7.3	15.9
Shaving Lotion	38.1	17.9	15.0	10.2	5.8	...	13.0
Cosmetic Creams							
Cold Creams	30.6	9.9	26.4	23.4	3.4	1.1	5.2
Cleansing Creams	21.8	6.7	38.0	17.2	7.7	3.0	5.6
Foundation Creams	17.1	6.8	45.2	12.3	10.3	2.5	5.8
Bleaching Creams	25.6	7.1	32.8	13.7	8.3	3.6	8.9
Massage Creams	20.8	8.7	44.4	6.0	8.7	4.7	6.7
Pore Creams	9.1	5.1	44.3	8.0	22.1	5.7	5.7
Skin and Tissue Creams	17.1	3.4	52.0	4.1	13.0	5.6	4.8
Vanishing Creams	28.3	9.3	22.8	29.5	4.5	.9	4.7
Other Face Creams	24.2	5.6	35.6	14.8	9.5	3.8	6.5
Astringents	36.5	14.7	23.2	8.2	8.2	2.9	6.3
Face Powder (Dry)	21.2	7.6	38.7	22.7	3.7	1.5	4.6
Face Powder (Liquid)	11.1	4.2	63.8	4.2	8.3	1.4	7.0
Other Powders	25.9	12.2	32.0	17.4	4.9	...	7.6
Rouge (Dry)	16.2	6.5	40.4	29.1	7.8
Rouge (Cream or Paste)	9.9	4.8	44.9	14.3	12.8	6.1	7.2
Lipstick	14.2	6.7	41.6	29.1	8.4
Eye Preparations							
Mascara	9.0	5.3	24.2	54.9	6.6
Eye Shadow	6.6	1.8	36.7	40.0	7.9	...	7.0
Eyebrow Pencil	7.0	3.3	23.8	60.0	5.9
Manicure Preparations							
Hand Lotion and Creams	34.6	11.4	17.1	24.9	6.9	...	5.1
Liquid Nail Polish	10.9	5.0	17.3	60.5	...	1.2	5.1
Paste Nail Polish	17.3	6.6	28.2	40.7	7.2
Cake Nail Polish	15.5	10.4	25.8	39.5	8.8
Polish Remover	11.7	5.3	18.0	59.1	5.8
Cuticle Remover	13.7	6.3	20.9	53.3	5.8
Nail Oils	11.0	5.8	33.5	38.2	...	3.0	8.5
Nail Pencils	9.3	4.1	21.3	59.4	5.9
Hair Preparations							
Hair Tonics	42.3	14.4	15.0	8.1	4.5	4.4	11.3
Dandruff Removers	46.0	19.6	13.9	4.1	2.2	3.2	11.0
Hair Dressing and Beautifiers	25.3	11.6	12.1	35.7	2.6	3.9	8.8
Shampoo	33.7	13.1	12.2	7.5	21.2	...	12.3
Tints and Dyes	42.0	18.5	9.9	18.5	...	3.7	7.4
Rinses and Washes	21.5	6.0	13.8	45.7	...	5.2	7.8
Toilet Water and Cologne	13.2	9.1	59.2	4.8	4.2	...	9.5
Perfume	16.4	7.3	49.0	12.6	3.5	...	11.2
Deodorant (Liquid)	25.9	10.5	27.8	30.8	5.0
Deodorant (Cream)	22.5	12.7	21.8	37.4	5.6
Deodorant (Powder)	32.9	10.3	26.0	11.8	10.3	...	8.7
Depilatories (Liquid)	31.8	12.7	28.5	22.2	4.8
Depilatories (Cream)	30.6	11.1	20.4	32.6	5.3
Depilatories (Wax)	24.3	14.6	48.8	4.9	...	4.9	2.5
Depilatories (Powder)	24.4	8.9	44.5	11.1	3.3	...	7.8
Cleansing Tissue	21.3	6.3	46.0	22.4	4.0

¹ 45.9% of toilet soaps for shaving are sold through grocery stores.



Lanolin and Its Uses

by JOSEF AUGUSTIN, Wiesbaden

LANOLIN or wool fat is one of the best and cheapest known materials for the care of the skin. It is obtained by various refining processes from soap-containing water, with which the raw wool has been cleaned and scoured. Inasmuch as the skin of a human being also contains a fat of similar composition, it is but natural that lanolin on account of its far-reaching affinity should be absorbed and utilized easily by the human skin. Although lanolin in its appearance, in consistency and grinding has a fatty character, it is of quite different composition from the usual animal and vegetable fats. The latter are sebatic acid—glycerine—ester combinations, that is to say, compounds of fatty acids, such as stearic acid, palmitic acid, oleic acid with glycerine. In the case of lanolin, however, the sebatic acids are not combined with glycerine, but rather with other fatty alcohols. In a chemical sense it is a wax, although softer than the familiar waxes. The combined fatty alcohols of lanolin are cholesterin, iso-cholesterin, meta-cholesterin and oxy-cholesterin, also cetyl alcohol, ceryl alcohol, lanolin alcohol and others. Free cholesterin and iso-cholesterin are also found in some percentages.

Important Properties

Lanolin in anhydrous, purest form is called *adepts lanae*. When lanolin is mentioned hereafter, anhydrous lanolin is meant. To be of a cosmetic and pharmaceutical quality, it should be practically free from organic and inorganic extraneous matter, and the acid number should not be higher than 0.3%.

Lanolin does not attack the skin, but rather renders it soft and delicate. It absorbs about twice its weight of water or of watery solutions of pharmaceutical and cosmetic substances without losing ointment consistency. The water in this connection may be partly replaced by glycerine, alcohol and other water soluble liquids. However, it is advisable not to go to the extreme limit in the addition of liquid, but rather to take somewhat less in order to obtain entirely stable preparations that do not sweat.

Lanolin Preparations

The most simple preparation is *adepts lanae cum aqua*, consisting of:

adepts lanae	75%
distilled water	25%

from which there results a homogeneous, white ointment.

A pharmaceutical lanolin ointment consists of:

adepts lanae anhydr	65%
distilled water	20%
mineral oil	15%

and has the appearance of a yellowish-white salve-like mass with slight lanolin odor and sufficient suppleness to be spread by rubbing on the skin. Of course, it cannot be so readily rubbed on as cold cream and vanishing cream, but still it lends itself to this far better than anhydrous lanolin, which by itself alone can be spread on the skin only with much difficulty.

Because of its favorable action upon the skin, lanolin is used for skin creams, face emulsions and for superfatting toilet soaps. Besides this the property of lanolin of being almost entirely insensible to the influence of heat, light, air and water, and not becoming rancid is of decisive importance. It has even been observed that readily decomposable animal and vegetable fats withstand rancidity for a longer time in the presence of sufficient lanolin. The odor of lanolin is weakened almost to a vanishing point by long boiling and stirring with an aqueous solution of aluminum chloride, acetic acid and sodium chlorate. Only a pleasant, weak odor of its own remains. Every manufacturer of lanolin preparations must furthermore be sure to accept only the best obtainable grades.

Perfuming

The perfuming of excellent lanolin creams demands the utmost care. Odors that are too delicate do not permeate, while stout, strong odors, such as those of geranium oil, linaloe oil, lemon oil and citric odors are given a rough tone. Green odors, supported by sweet and fresh odors of fine herbs, are best adaptable to the lanolin character. They most readily cover the lanolin odor and assert themselves most pleasantly and actively. The following are good perfumes: chypre, violet, honeysuckle, benzyl acetate, certain hyacinths compounds and aldehydes. Even creams containing from 25% to 33 1/3% of lanolin can be pleasantly perfumed.

Lanolin Creams

The simplest lanolin cold cream is obtained from

petrolatum	100 gr.
lanolin anhydrous	300 "
water	600 "

Lanolin can be worked up with all natural and artificial fats and waxes, for example with petrolatum min-

eral oil, spermaceti, beeswax, paraffin, ceresin, cocoa butter, stearin, almond oil, olive oil, peanut oil, stearin alcohol and other fatty alcohols, glycol and glycerine esters of fatty acids. Many times the lanolin appears stronger and many times weaker.

For example the following is a moderately strong lanolin cold cream:

fatty almond oil	4200 gr.
white beeswax	600 "
spermaceti	600 "
lanolin	1800 "
stearinalcohol*	200 "
water	2800 "
borax	50 "

An effective prescription of modern mode for the popular boroglycerine-lanolin is:

A. dissolve 10 grams boric acid with heating in 40 grams glycerine and add 200 grams distilled water.

B.

paraffin	200 gr.
liquid paraffin	500 "
anhydrous lanolin	50 "
stearin alcohol	20 "
cholesterin	10 "

Fuse with one another until solution.

To the half cooled mixture "B" the solution "A" is added in small portions and slowly, particularly at the beginning, with thorough stirring. As soon as an emulsion has been formed, the solution "A" can be stirred into it.

In this cream the latest knowledge about the care of the skin is taken into consideration. It contains the cell-forming substance cholesterol and imparts a highly protective acid jacket. The acid protection receives a considerable increase by the addition thereto of 10 gr. of glycerophosphoric acid (20%). This acid ought to be regarded as a biological acid, since probably it is also produced by the skin itself. There also occurs between the alcohols and the acids a rather loose combination, which can be utilized to advantage by the skin. Even for stearate creams containing light fat, lanolin can be very well used in small quantities. One hundred grams of stearin is fused with say 15 gr. lanolin and 10 gr. mineral oil and is emulsified with volume the potash or ammonia solution necessary for the stearin in the emulsion.

Lanolin Powder

Lanolin also endows powders with a delicate action upon the skin. Indeed it is possible to apply lanolin with the powder substances. However, this causes difficulties in sifting and renders the powder sticky and uneven. Better results are obtained by dissolving lanolin in acetone, rubbing the solution with the powder and evaporating the acetone. Then pulverize and sift the whole. However, the best results are obtained by preparing the lanolin in the form of emulsion. Ten grams of lanolin, 1.0 grams of stearin alcohol and 5 grams of mineral oil are fused. Into this about 20 gr. of water plus 1 gr. of potassium stearate is slowly stirred. After cool-

ing a further 50 gr. of water is stirred in, so that a somewhat fluid emulsion forms. The latter is stirred with say 300 gr. of powder and the whole is dried, pulverized and sifted. The lanolin is then distributed to a certain extent in colloid form upon the surface of the individual grains of powder. As powder body a mixture of talcum and colloidal kaolin serves the purpose excellently, to which still other powder bodies may be added, such as magnesium carbonate, magnesium stearate, zinc oxide, etc.

Lanolin for Superfatting Toilet Soaps

Lanolin is the cheapest and best adapted material for superfatting toilet soaps. Aside from the good effect produced upon the skin and the readier absorbability, when superfatting the following properties of lanolin are of importance: Lanolin does not become rancid in the soap, does not cause its rancidity, does not hinder the homogeneous preparation of soaps but rather promotes the smooth appearance and does not affect the perfuming adversely. The slight trace of alkali in a milled soap do not attack the lanolin, but instead the lanolin offers a certain protection to perfumes sensitive to alkali.

Five per cent of lanolin is easily absorbed by the soap substance or body and only in rare cases should one go to the extreme limit of 10%.

As a drawback in toilet soaps superfatted with lanolin there is the fact that the lathering power of soaps to which only 2% of lanolin has been added is less than that of equal unsuperfatted soaps. The poorer lather development can be increased by the use of more coconut oil in the fatty mixture (instead of 10% say 20%), by about 2-5% of triethanolamine soaps (from stearin or better coconut fatty acid), by 2-5% stearin alcohol and similar substances.

It is evident that the waxes, to which lanolin also belongs, and more especially the fatty alcohols obtained therefrom (especially the cholesterolins) impair the lathering power of a soap to a greater extent than an excess of animal and vegetable fats. Unfortunately the latter sometimes become rancid in the soap. It should be remembered that cold-made coconut soap produced according to the old style (with approximately 8% free fat!) lathers powerfully, whereas a coconut oil without free fat but with from 2 to 5% of lanolin lathers strikingly less, but still better than ordinary milled toilet soaps. Likewise every solid soap lathers better if say 1-2% of cocoa butter, Japan tallow, palm oil, coconut oil has been added to it as unsaponified fat. However, this process, which represents merely a scientific lather experiment, should not be used in practice, since rancidity of soaps of this kind seems highly probable within a short time. If favorable conditions are maintained (humidity and light avoided) and use is made of reduction agents (sodium thiosulphate) and of preservatives (paraoxybenzoic acid-methyl ester, etc.), a soap of this kind may be immune to rancidity for several months.

Lanolin also serves for superfatting cold-made coconut soaps. Melting together with the fat admixture would expose lanolin to the danger of becoming partially saponified by prolonged contact with the lye.

(Continued on Page 192)

* Lightens the composition, but is not absolutely required.

Structure and Synthesis of Jasmon

by DR. WALTER TREFF*

THE flower of the jasmin (*Jasminum grandiflorum* L.) occupies the foremost place among natural flower oils because of its very varied adaptability in perfumery. Probably otto of rose is its nearest rival in this respect. The two differ, however, in the technique of production from the flowers more than in their significance for the perfumer. While commercial otto of rose is a product of steam distillation of the raw material, as supplied by nature, and accordingly is an essential oil in the proper sense of the word, the jasmin blossom requires another method of treatment suited to its natural biological and material condition. However, much it may be varied in individual cases, it always rests primarily on an extraction of the perfume from the flower with a solvent adapted to the odor and the flower material.

Whether the technique of manufacture is maceration or enfleurage with fats, or extraction with volatile solvents, the final product is a uniform combination of the chemical bodies which constitute the character of the odor. Naturally the quantitative ratios in which these constituents appear differ with the methods of production used. Also, they are less dependent upon the character of the method of extraction than on the nature of its effect upon the flower during the process of extraction. As a matter of fact, even the changes in its life processes which take place after picking, have their proper measure of importance.

For example, the indol content of a pomade obtained by the enfleurage process is higher than that secured through the maceration process, but the physical properties of jasmon, particularly its relatively low volatility, are the reason why it occurs in larger and richer quantity in the residue extract oil from the waste flowers of the enfleurage process (chassis absolutes).

Dr. Albert Hesse, our former collaborator, was the first to have investigated and explained this state of affairs. His comprehensive work appeared as publications of our laboratory in the reports of the Deutsche Chemische Gesellschaft during the late 90's of the last century. We are also indebted to Hesse for his work in investigating, proving and explaining the nature of the most important and quantitatively most significant ingredients of jasmin flower oil. To his findings on the occurrence of benzyl acetate, linalyl acetate, benzyl alcohol, linalool, indol, anthranilic acid methyl ester, and jasmon, there have been added since his death only the occurrence of paracresol and geraniol.

Efforts of our later collaborators to determine the constitution of the oil still further, have continued without interruption. Our own efforts have been directed principally to a determination of the structure of jasmon, a question which Hesse did not succeed in solving.

The content of this particular body in ordinary essen-

tial jasmin flower oil is only about 3%, but in spite of its relatively small quantitative importance, it exercises a very great influence from the point of view of odor, as it brings fullness and permanent depth to the odor impression. Considerable difficulty was encountered because of the small quantitative yields of jasmon from the jasmin flower, but complete success in a determination of chemical constitution of this body was finally attained, and was published in reports of the Deutsche Chemische Gesellschaft in October 1933. (A substantial abstract of this important paper will be found in THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, XXIX, 1, 21, March, 1934).

This work also showed that other compounds of monocyclic five-ring ketones occur as ingredients of essential oils, although not yet accorded any importance in perfumery. For example, it was proved that a jasmon, enriched by four hydrogen atoms (tetrahydrojasmon) is identical with tetrahydropyrene, a reduction product of pyrethrolin from insect powder.

This brought about an investigation into representatives of this class of compounds to determine how far they may be classed as perfumes, and whether they are of saturated or unsaturated nature. Along the same line lay the possibility of discovering easily producible compounds which could serve as cheap substitutes for jasmon. Our work along this line has been quite successful, and has been protected by a group of German and foreign patents and patent applications.

Conclusion of this work with the synthesis of jasmon has now been completed. A paper published by Treff and Werner, which appeared in the April 1935 issue of reports of Deutsche Chemische Gesellschaft, describes the method followed in this synthesis. For those who are unable to read the original work, a short summary of the development of this artificial jasmon is given. Just as other investigators succeeded at the beginning of this century in condensing bromide acetic ester with levulinic acid ester, it is possible also to subject to reaction halogen fatty acid esters bromized several times. It has the normal reaction with tribromheptyl acid ester as one component and leads to the lactone of a methyl-oxy-adipinic ester acid, which, at the required point, carries a pentenyl residue with a double bond, as is the case in the jasmon-pentenyl residue. Thereby the main problem of the synthesis was solved, for the transformation of such lactone ester acids into cyclopentenones succeeds after known methods in the usual manner.

The physical and chemical properties of synthetic jasmon are the same as those of the natural one, and the scent properties are also naturally the same. The possibilities of application for jasmon are extremely multifarious. It is suited not only for odors with pronounced jasmin character, but it adapts itself to very

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* Chemical Director of Heine & Co., Riesa-Groba, Germany.



Modernizing the Plant

*Continuation of Discussion on Bringing
Toilet Goods Manufacture Up to Date*

by RALPH H. AUCH, A.B., Ch.E.

IF THERE is one type of equipment that can be said to be lacking generally in even the most modern up-to-date plants, it is adequate scales. Plants have been observed that it would be hard indeed to suggest improvement in otherwise, that lack both quantity and quality of scale equipment. Old inaccurate beam scales that are wasteful of time and materials are the rule.

Formulae that have been carefully worked out in the laboratory, if they are to be accurately compounded on a commercial basis, must be handled on accurate fool-proof scales. Scales for weighing ingredients in the batch are not machines—they are or should be—precision instruments. They may be of the platform, pan, scoop, hopper or other suitable type. They should not be of the old construction with loose weights and beam fitted with sliding poise. They should be either of the fan with hair line indicator or dial with knife blade indicating pointer type.

The last word in compounding is done on a scale electrically controlled by the use of the photo-electric tube or "electric eye" in connection with the necessary relays for operating hopper gates, conveyors, valves or other devices. Ingredients, dry or liquid, may be fed to the scale, accurately weighed and discharged individually in rapid succession to the batch. With a slightly different set-up, the ingredients, each of different weight up to ten or twelve in number may be accumulated on the scale before discharge to the batch mixer. Thus a check is provided on the weight of each ingredient and of the complete batch before it is discharged to the tank, kettle or mixer as the case may be.

Automatic or Semi-Automatic Batch Weighing

The scale with its complement of bins, hoppers, tanks, etc. may be made either automatic or semi-automatic. It may be so arranged that on pushing a starting button the materials will be fed, weighed and discharged into the batch in continuous rapid succession. It may also be made semi-automatic so that the operator pushes the button to start each individual weighing operation of each ingredient.

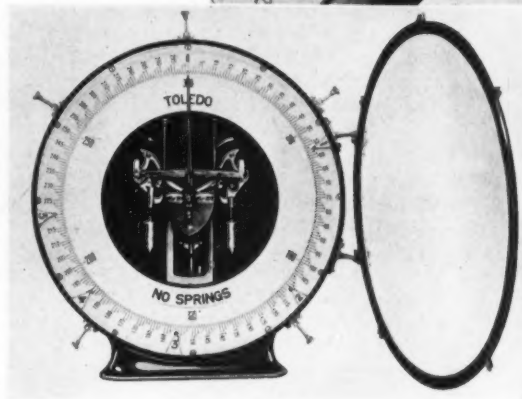
Time delays may be provided so that there is a hesitation at different points during the operation. Thus the operator is afforded an opportunity to check the weight, change containers or perform any other duties. These time delays may be so adjusted that no time is wasted in these operations and/or that they tie in properly with the mixing or any subsequent operation in the production line.

The equipment just described is relatively expensive so it is used only in the larger plants or in plants making only a few specialties and not a long varied line of products. A simpler set-up for compounding is the use of a dial scale with hand set pointers attached on the periphery of the dial. A fixed pointer is properly set for each of the ingredients entering the batch. The operator simply adds or regulates the flow of the ingredient until the moving or weighing pointer coincides with the fixed one for each ingredient. Obviously, as is the case with the above described automatic equipment, the operator need not remember the figures or refer to the formula and since the fixed pointers do not interfere in any way, the scale may be used for regular weighing as well.

Other Scale Refinements

Another scale refinement which has only recently become available is that of printing the weight on an inserted ticket or recorded on a single or double strip.

SCALES ARE A
VITAL PART OF
FACTORY EQUIP-
MENT (PHOTOS
BY COURTESY OF
THE TOLEDO
SCALE CO.)



No stretch of the imagination is required for its many applications. For example, in the receiving department, the weight slip can be attached to the receiving slip to avoid disputes with the vendor. In the shipping department, the bill of lading or express receipt must of necessity be accurate—quite an item since so much merchandise in this industry is shipped prepaid. For parcel post work, the fan type with hair line indicator shows at a glance the weight and computes the postage.

It is hoped that these few suggestions will indicate the possibilities. In conclusion, the employers of these writers use everything from a counting scale for incoming bottle and jar caps, and other findings to scales with a section of roller conveyor as a platform for the momentary pause to weight while enroute on the conveyor that moves the merchandise from shipping room to waiting auto trucks.

Control of Quality of Raw Materials

A consideration of primary importance in the successful manufacture of cosmetics should be the careful control of the quality of the raw materials. As excellent cold cream cannot be manufactured with a mineral oil containing unsaturated hydrocarbons, which later develop discoloration known as a "bloom", since the cold cream will certainly discolor on ageing. A satisfactory face powder cannot be made with a talc containing too much alkali or "shiners" or coarse particles.

The careful control of the quality of the raw materials should not be entirely the function of the chemical laboratory. Other departments where the raw materials are handled should be concerned equally as much with their quality. Any efforts by the laboratory to insure proper quality may be nullified by the improper storage of the raw materials in the warehouse or by the improper sampling of a shipment so that it is not a representative sample. For example, the storage of talc adjacent to tri-sodium phosphate crystals may result in serious contamination of the former.



VIEW IN ANALYTICAL LABORATORY OF ZANOL PRODUCTS CO. ALL RAW MATERIAL IS BOUGHT ON SPECIFICATION AND RIGID INSPECTION AND ANALYSIS IS RUN ON EVERY LOT RECEIVED



VIEW IN CONTROL LABORATORY OF ZANOL PRODUCTS CO. (THE WRITER'S OFFICE OVERLOOKING THE LABORATORIES IN THE BACKGROUND.) EVERY BATCH OF FINISHED PRODUCTS IS CHECKED FOR QUALITY AND UNIFORMITY

Even though every precaution is exercised to properly sample and store shipments, additional care should be exerted in the manufacturing department to guard against the possibility of unsatisfactory materials being used. To obtain a representative sample of a dozen barrels of zinc oxide is a formidable task. Even though a sample rod or "thief" is used to obtain samples at different levels in the barrels there may be some yellow splotches in the barrels. This discoloration should be detected in the manufacturing department before the material is used. As another example, take the case of some essential oils which are shipped in tin cans. When the shipments are received the oil may be in excellent condition. However, if they are allowed to remain in the tin cans for a few months the oils may deteriorate or discolor, or both, appreciably.

Preliminary Storage

In order to prevent raw materials from being used which have not been approved by the chemical laboratory, each shipment should bear some readily visible identification after the shipment has been approved. A preliminary storage of the raw materials, awaiting the approval of the laboratory, in a locked room which is adjacent to the receiving department will make the control of the quality of the raw materials more fool-proof. The preliminary storage diminishes the possibility of raw materials being stored with previous shipments

which do carry the approval of the laboratory.

A very good procedure of preliminary storage which has been used economically and successfully will be outlined. The shipments are placed in a locked room—to which only the receiving clerk and the laboratory staff have a key—by the receiving clerk and a copy of the receiving memorandum is sent to the laboratory. Once a day, or as often as is necessary, a member of the laboratory staff goes to the locked room and obtains necessary samples and also applies tags to the shipments which have been approved. When the receiving clerk places additional shipments in the locked room, or at any other convenient time, the shipments which have been approved by the laboratory are released to the warehouse.

The dates when the shipments are received should be placed on the laboratory approval tags so that there will be no question about the oldest stock being released first from the warehouse. The receiving dates on each shipment will also aid in making adjustments with the vendor if any shipment deteriorates in storage or if any should be returned because of an overstock.

Laboratory Approval

Of course there are some raw materials which may not need to be approved by the laboratory, before being used. The factors which may cause a variation in the quality of the raw materials are; the sources of supply, the methods of transportation, the types of shipping containers, the age and the nature of the raw materials. From past records the laboratory staff can readily determine which raw materials should be inspected. In any case, a list of the items to be inspected should be supplied to the receiving clerk, to the warehouse supervisor, and to the manufacturing department supervisor, providing a double check to prevent those items from being used before being approved.

Some shipments may be so large, such as a carload of talc, that sufficient space for preliminary storage may not be available. In such a case, the large shipment should be sent directly to the warehouse and stored separately from other shipments of the same commodity. The laboratory should be notified on the copy of the receiving memorandum. If no preliminary storage space is available, this procedure may be used almost equally as accurately.

This preliminary storage of the raw materials may seem to entail additional handling. If all shipments are comparatively large, such as 200 bags of this item or 50 barrels of that item or 10 drums of another item, the time and effort required to obtain a representative sample of the shipment after they have been stacked or tiered in ultimate storage will be much greater than that required for preliminary storage. The raw materials should be placed on the equipment used for plant transportation, such as trucks or skids, when they are unloaded. They can be held in preliminary storage on the equipment without tying up too much equipment if the shipments are handled expeditiously by the laboratory and the receiving department.

The principles of raw material handling, to insure the accurate control of quality, are very elementary to be sure. How accurately are they followed in the best regulated houses? To the *n*th degree.

Sub-standard quality trademarked products simply

can't get out. They would do irreparable damage, one that can't be measured in dollars and cents, to any good household or boudoir trade name.

The modernizing of the physical plant and the types of equipment used in practically all manufacturing, packaging and handling operations in general now have been covered. Attention is now given to the specific classes of products, liquids being discussed first.

Lanolin and Its Uses

(Continued from Page 189)

For this reason it is added just prior to the discontinuance of the stirring, when the lye is already thoroughly emulsified with the oil and no longer acts so strongly. As much lye is used as corresponds to the complete saponification of the addition of fat. In an admixture of 6% lanolin and 1% mineral oil (of the total mass) the coconut soap becomes plastic enough, even if no excess fat is present. However, during the cold stirring a further 3% of potash sulfonated oil from the fatty ingredient should be added. A soap of this kind can readily be pressed, maintains its shape, rarely becomes rancid, lathers splendidly and in respect to softness reminds one of milled, boiled toilet soaps.

Lanolin can be used without any difficulties with other superfatting agents and soap admixtures.

The addition of lanolin to liquid emulsions demands great care and attention, since it promotes the water-in-oil emulsions, whereas the majority of emulsions produce the oil-in-water type. In emulsions in which the water is distributed in the oil, lanolin renders valuable service. It is advantageous also to use one of the free cholesterin alcohols (such as cholesterin, isocholesterin and before all meta-cholesterin and oxycholesterin). For example: 80 gr. olive oil, 20 gr. mineral oil, 10 gr. lanolin, 5 gr. meta-cholesterin are carefully fused with one another. This mixture cooled at about 35° Cels. is agitated with about 60 gr. of water, whereupon there forms quite a fluid emulsion extremely rich in oil. Perhaps a very small quantity of soap, say 0.1%, may further be necessary. However, this emulsion is much more unstable than most of the usual oil-in-water emulsions. To the latter a bit of lanolin can do no harm and indeed under certain circumstances a desirable stabilization is effected. Sufficient potash soap (stearate, oleate), triethanolamine soaps, fatty alcohols, tragacanth, etc., bring about a nice emulsion of lanolin with olive oil, mineral oil, wax, spermaceti, stearin, castor oil. The water of the emulsion may be replaced partly by glycerine, or alcohol. The emulsion constituents mentioned are not always used at the same time. According to the particular circumstances the emulsifying agent will be chosen, while on the other hand only a definite oil will be emulsified.

Lanolin, which must be regarded as a natural product despite refining of many kinds, has the same justification to use for materials for the care of the skin as the newer artificially produced adjuvants.

Finally the wool fat alcohols, obtained through cleavage of the lanolin and separation of the fatty acids, are deserving of attention. The principal constituent of the wool fat alcohols consists of the various cholesterins, of which actual cholesterin amounts to about 18% of the total alcohols.



Raspberry and Strawberry Flavors

by H. STANLEY REDGROVE, B.Sc., F.I.C.

Author of "Spices and Condiments," etc.

As a confectionery flavor, raspberry occupies a position of popularity, in Great Britain, second only to that of vanilla; and I believe that it also enjoys high favor in the United States and Canada. Let us peep into any homestead at dinner time. The more serious part of the meal being over, there is a jelly or a blanc-mange (misleading name—for how seldom is the confection white) to follow. The probability is that the jelly will be flavored either lemon or raspberry, while the blanc-mange will be either vanilla or raspberry.

Children love sweetmeats flavored raspberry; and it is possible that the appeal of color tells, for raspberry flavored confections are usually tinted a raspberry red which is very attractive.

Another character which is also, in part, responsible for the great popularity of the raspberry flavor, is the fact that the fruit is one from which good natural flavoring material can be fairly easily extracted; and, as I have pointed out in previous contributions to THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, natural flavoring materials are always very much superior to synthetic ones.

The raspberry, *Rubus Idaeus* L., a member of the rose family, allied to the blackberry, is found wild in woods throughout Europe and Russian Asia. It is pretty generally distributed as a wild shrub in Britain, and in some parts of the country, the fruits of the wild plants are regularly collected for sale to the shops. Main supplies of fruits, however, come from cultivated plants.

The fruit is normally red in color, but a white-fruited form of the plant is not uncommon in Britain.

After pulping, it is desirable to allow the material to ferment for a few days with sugar at a temperature



of about 25-30° C. This gives a higher extraction of flavor. After extraction with alcohol, the extract may be concentrated by distillation, the first fraction being used to extract the flavor of the next batch.

The flavor is best appreciated when the amounts of sugar and acid present are in the ratio, approximately, of 100 : 47.

The addition of a little vanillin, or vanilla extract, is desirable. This acts as a flavor fixative.

Of course, where price is the primary consideration, the manufacturer will desire to fall back upon the use of synthetics; but, even in the cheapest products, a proportion of natural raspberry flavor should be incorporated. Otherwise they will be liable to displease even the least discriminating palates.

iso-Butyl formate and *iso*-butyl acetate may be mentioned as two esters having aromas definitely suggestive of the fragrance of raspberries. Of the two, possibly the second is the more useful; and of almost equal importance are *iso*-amyl butyrate and *iso*-butyrate. Other esters which may be used in fairly massive proportions in artificial raspberry essence include ethyl formate, acetate, butyrate, *iso*-butyrate, oenanthat, and *iso*-amyl acetate.

Acetaldehyde is a desirable addition, and small proportions of clove oil and *alpha*-ionone are frequently included. Traces of ethyl benzoate, neroli oil, terpeneless lemon oil, cinnamon oil, orris oil, and methyl salicylate have also been recommended to modify the flavor. Vanillin is added as a fixative.

One also meets in commerce with so-called "raspberry aldehydes". These are compounds with marked



raspberry-like aromas, whose use is advantageous. Their composition is secret.

From the standpoint of the flavoring extract manufacturer, the strawberry belongs to a class of fruit totally distinct from that of the raspberry. The strawberry flavor is completely ruined by the somewhat drastic treatment which the raspberry flavor will readily withstand. Pre-fermentation is completely out of the question, and the application of heat must be entirely avoided, as this has a very marked effect on the flavor. Compare, for example, the flavor of strawberry jam, made without the addition of any aromatic materials other than the fruits themselves, with that of ripe strawberries, picked fresh from the garden. The jam may taste agreeable, but its flavor is certainly not the true strawberry flavor.

It is, perhaps, due to the fact that all strawberry essences are either entirely synthetic in character, or contain, in addition to natural extract, considerable quantities of added synthetics, that the strawberry flavor is not so popular as that of raspberries. Nevertheless, it is one of importance from the commercial point of view.

Strawberries are the fruits of plants belonging to the genus *Fragaria* of the rose family. Botanically speaking, the genus is a rather troublesome one. The plants hybridize so freely, that it is a little difficult to determine how far one is dealing with distinct species or merely varieties of one and the same species.

However, from a practical, horticultural point of view, they may be divided into two main classes, namely small-fruited plants, and large-fruited ones.

Among the former, may be mentioned *Fragaria vesca* L., the common wild strawberry of Britain and the *fraisier des bois* of France. The fruits of this plant are almost entirely neglected in Britain; but in France they are considered by epicures to have a particularly fine flavor.

Among large fruited species, mention may be made of the Virginian or Canadian strawberry, *F. virginiana* Ehrhart, and the Chilean pine strawberry, *F. chilensis* Duchesne. Brought to England, these plants were hybridized, with the production of many fine large fruited forms. Indeed, for some years, large modern fruits were, on the Continent, usually known as "English", to distinguish from the small fruits produced by the native plants.

Selecting Fruits for Extraction

In selecting fruits for extraction, those of an especially aromatic character should be chosen. The virtues of the small fruits should not be overlooked. Extraction should be effected with alcohol in the cold, and concentration effected by distillation in vacuo. Even then, the product will need fortification with synthetics, of which the most important is ethyl methyl-phenylglycidate commonly called by the ridiculous name of "aldehyde C16".

Traces of methyl salicylate and pimento oil have also been recommended as desirable additions to the natural extract; while coumarin, alone or in conjunction with vanillin, and used with great discretion, acts as a useful

(Continued on Page 222)

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Pine Tar Soapless Shampoo

The addition of pine tar to soapless shampoo is indeed quite novel for the purpose of washing the hair. The idea has been made use of as a bath oil, but in this instance the amount of pine oil (not tar incidentally) is much greater. Pine tar being a therapeutic agent its addition is useful.

Preventing Rancidity

We have found that colored cellulose wrappers can be used to prevent rancidity in oils. One cellulose wrapper in particular seems to be most useful. We find that by using colored wrapper instead of plain, rancidity is retarded by a ratio of 8 to 1, which is something.

Sulfonated Oil in Shaving Creams

Several of our friends have called our attention to the fact that the presence of sulfonated oil in shaving creams has a bad effect on the keen edge of the razor blade. These people claim that the action is particularly noticeable in the case of brushless creams. Have any others noticed this?

Menthyl Salicylate

Do not confuse this with *methyl salicylate*. Many have, and so we call your attention to it. Menthyl salicylate is used in sun tan products because of its ability to absorb rays of the wave length most harmful to skin.

What is pH?

So many ask this that we take the liberty to define the term. Clark (Determination of Hydrogen Ions, Sec. Edition) says that hydrogen ion concentration (pH) is the *intensity factor* as compared to the normality or quantity factor. That is why boric acid is a weaker acid and therefore of a higher pH than hydrochloric acid, a strong acid with a lower pH. Let us know if you are interested in pH, we could write an article on it for you.

Antioxidants for Oils

About a year ago, Caldwell and Bibbins published some interesting data in the *J.A.Pb.A.* on the theory of oxidation of fats and oils, and methods of preventing the phenomenon. The authors conclude that "apparently the naphthols, quinones and hydroxy compounds are three of the most dependable types." They also say that the *trial and error* method is best for ascertaining activity.

TRADE NOTES



Miss Johnson, Arden Ad. Manager

Miss Abigail Johnson, formerly with the James McCreery department store in New York is now advertising manager of Elizabeth Arden, Inc. Miss Johnson succeeds Mrs. Louise Benjamin who resigned to become beauty editor of *Ladies' Home Journal*.

Miss Wall Addresses Graduates

Miss Florence E. Wall, well known cosmetic chemist and consultant, delivered the commencement address at the College of St. Elizabeth, Morristown, N. J., June 13. Miss Wall, an alumna of St. Elizabeth, took for her subject "Woman in the World of Science". She also spoke at the semi-annual meeting of the Massachusetts State Hairdressers and Cosmetologists Association, June 16 on the subject "How the Copeland Bill will Affect the Beauty Shops".

Coty-Bourjois Lease Jersey Stores

The Coty New Jersey Corp., and the Bourjois Sales Corp. of New Jersey have jointly leased the ground floor and basement of the commercial building at 46 Clinton street, Newark, N. J. for warehouse and storage space. The two corporations are new companies set up to take advantage of the provisions of the New Jersey fair trade law, which provides for resale price maintenance.

Charlotte Firm in Larger Quarters

The State Beauty & Barbers Supply Co., Charlotte, N. C., has moved to its new store, 111-113 South Church street, from 117 South Church. The new quarters are larger and were redecorated and rebuilt to suit the needs of the concern. Al Jordan, manager, said growth of the business necessitated moving to larger quarters to take care of the business. Members of the trade attended a reception on the evening of the opening.

Form Rich Soap & Chemical Co.

The Rich Soap & Chemical Co. has been established at 1218 Ridge avenue, Philadelphia. The organization is under the management of Philip Goldrich and Paul Freidhoff.

Templin Leaves Pepsodent

Walter W. Templin, vice-president of the Pepsodent Co., Chicago, has resigned that position. He has also retired as a director of the organization.

A.M.T.A. to Continue

Following the All-Industry Conference early this month and the formation of the Toilet Goods Association, a meeting of the executive board of the Associated Manufacturers of Toilet Articles was held in New York to determine the future of that organization. At this meeting it was voted that the organization should be continued and the present officers and executive board were appointed to serve until their successors may be elected.

The association will not be active for the time being



D. J. MULSTER



CECIL SMITH

and its offices at 30 Rockefeller Plaza together with its staff will be transferred to the Toilet Goods Association which will operate from that address.

Officers of the A.M.T.A., who continue to serve in the interim until a general meeting is held are: president, Cecil Smith, Yardley & Co., Ltd.; vice-presidents, H. L. Brooks, Coty, Inc., and F. W. Moss, Daggett & Ramsdell, Inc.; treasurer, Daniel J. Mulster, Ferd. Muelhens, Inc., and secretary, Charles S. Welch.

Carney Art Co. Increases Space

The Carney Art Co., Seattle, makers of toilet preparations has just opened a new factory at 4208 University way in that city. The new plant more than doubles the facilities of the company as well as the space occupied in manufacturing and office operations. The expansion was necessitated by rapidly growing business.

Cannon Heads Princess Pat Sales

T. F. Cannon has been appointed to the position of sales manager of Princess Pat, Ltd., Chicago.

Proprietary Association Extends Scope

By amending their by-laws to include manufacturers of "proprietary articles" rather than only "proprietary medicines" as in the past, members of the Proprietary Association have made it possible to enlarge their scope to include makers of cosmetics, toiletries and other products for which no therapeutic claims are made. This action was taken at the 54th annual convention of the organization at White Sulphur Springs, W. Va., from June 5 to 7. Another amendment approved will permit the association to send delegates to conventions other than those of pharmaceutical bodies.

Dr. William E. Weiss, chairman of Sterling Products, Inc., Wheeling, welcomed the proprietary manufacturers on behalf of the governor of West Virginia. Legislative and other activities of the association were discussed by Frank A. Blair, of the Centaur Co., New York, president of the body, and by James F. Hoge, of Rogers, Ramsay & Hoge, general counsel. William Y. Preyer, of the Vick Chemical Co., Greensboro, N. C., chairman of the advisory committee on advertising, spoke briefly on the work done to improve manufacturers' advertising, as did Edward H. Gardner, executive secretary of the committee. Other speakers included Dr. F. J. Cullen, general representative of the association, and James M. Doran, director of the Distilled Spirits Institute.

Mr. Blair was re-elected president for his 22nd term, and all other officers were also unanimously named to their respective posts again. They are: honorary vice-president, Dr. V. Mott Pierce, World's Dispensary Medical Association, Buffalo; first vice-president, Henry P. Bristol, Bristol-Myers Co., New York; second vice-president, E. K. Hyde, Mentholatum Co., Buffalo; third vice-president, J. H. Howe, A. H. Lewis Medicine Co., St. Louis; secretary-treasurer, Charles P. Tyrrell, Syracuse Medicine Co., Syracuse.

Makers Permit Perfume Imports

According to a revision in the regulations of the Bureau of Customs of the Treasury Department, travelers may bring into the country a single bottle of any trade-marked perfume only if the written consent of the owner of the trade-mark is filed at the time of entry.

The following manufacturers have filed consent with the Bureau of Customs for one bottle of their perfume to be brought in by returning American residents, provided the trade mark be obliterated and the bottle opened so that it can not be sold here:

Bourjois, Inc.; Caron Corp.; Chanel, Inc.; Coty, Inc.; Guerlain, Inc.; Houbigant, Inc.; Lanvin Parfums, Inc.; Ariza L. Legrand; Lionel Trading Co.; Roger & Gallet; Les Parfums de Rosine.



FRANK A. BLAIR

Miss Parmenter with Dorothy Perkins

Thirty girls from the toilet goods department of the Brandeis Store, Omaha, attended a farewell party at the Hill hotel in that city on May 9 to honor Nelle Parmenter. Miss Parmenter is leaving Brandeis Stores to take charge of the Missouri Valley sales territory for the Dorothy Perkins Co., St. Louis.

Handy, Jr. Is Graduated

Friends of John A. Handy, for two years president of the American Manufacturers of Toilet Articles, and later director of the Associated Manufacturers of Toilet Articles, will be interested to learn that his son, John A. Handy Jr., was graduated from Hamilton College this Spring, with an enviable record for debating and scholarship. In fact, his record so favorably impressed the authorities of the Harvard University School of Business Administration, that young Mr. Handy has been invited to continue his studies there in the Autumn, which he plans to do.

Welch Secretary of T.G.A.

Charles S. Welch, for the last two years Secretary of the Code Authority for the Toilet Preparations Industry, has been appointed executive secretary of the recently organized Toilet Goods Association. Through an arrangement with the Associated Manufacturers of



CHARLES S. WELCH

Toilet Articles the offices and staff of the A.M.T.A. will be transferred to the Toilet Goods Association and Mr. Welch will make his headquarters at 30 Rockefeller plaza, New York, the present address of the A.M.T.A. He was manager of the A.M.T.A. before becoming secretary of the Code Authority.

Mr. Welch has had long experience in the industry in all branches from the retail outlets to general manager of one of the largest manufacturers. His long experience in the field and his work as association manager and Code Authority secretary made him the logical choice of the new association for the active management of its affairs.

Campana Enjoins Alleged Imitator

The Campana Corp., Batavia, Ill., has been granted an injunction by the United States District Court at Philadelphia against Nathan Glanzberg. Trading under a number of different names, Glanzberg had put on the market a product called "Madame Duval's Italian Balm," which Campana claimed was an imitation of "Campana's Italian Balm." In November, 1933, a motion for a preliminary injunction was denied because the court felt that the trade-mark rights involved had not been adjudicated and thought it unwise to issue a temporary injunction until those rights had been determined.

Schieffelin to Handle Almay Line

The Almay Pharmaceutical Corp., Brooklyn, N. Y., has appointed Schieffelin & Co., New York, as sole distributor in the United States and Canada for its products. The company's line includes cosmetic and pharmaceutical items.

New Matchabelli Salon Opened

A new salon done in modern Victorian by Cecil Beaton, the versatile young Englishman, is the background for Prince Matchabelli products at 711 Fifth avenue, New York. This is the first commercial decorating assignment that Beaton has accepted as he has devoted his talents previously to photography, journalism and decorating private homes. He has achieved a most unusual effect with color combinations. The showcases are shadow boxes built into the gray walls and framed in velvets of yellow, blue, green, purple, black and red. The floor is carpeted with scarlet red and the couches and tables before them are covered with purple felt edged with black fringe. The drapes are black felt with a jet for which Beaton had to go to London. The lighting fixtures are crowns after the famous bottles done in ruby glass.

At the end of a long corridor is a mural by Pavel Tschelitscheff, noted Russian artist, lighted from behind. This painting is ultra modern with great perspective giving greater depth to the hall. This artist received great acclaim for his decor and costumes of the Diaghileff ballet, Ode, in which he incorporated the cinema—heretofore unused in such a capacity—by projecting the moving images upon the surfaces of the decor giving movement to it as well. This revolutionary production has had a lasting effect on the theatre and photography.

The combined talents of these gentlemen has contributed something new to the field of decorating—although a trifle startling it is very smart.

The salon opened with a preview on the eleventh of June, at which the trade and the press were lavishly entertained.

Perfumers to Maintain NRA Standards

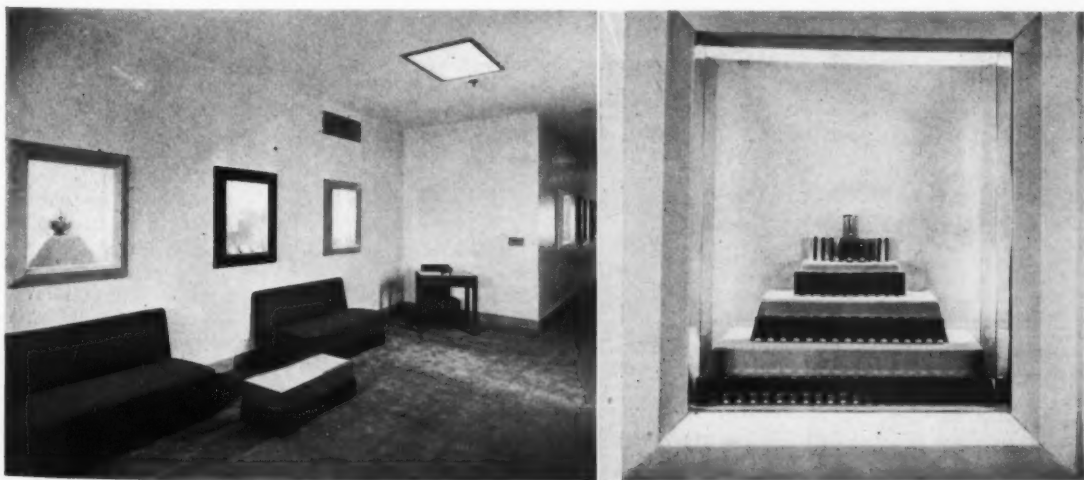
At a meeting of the Perfumery Importers Association held at the Vanderbilt hotel, New York, May 28, it was unanimously decided by the representatives of the importing and manufacturing perfumers present that despite the decision of the United States Supreme Court invalidating the NRA program, it was the intention of the members represented at the meeting of the Perfumery Importers Association to continue to observe the wage and hour provisions as well as the trade practice provisions of the NRA as heretofore. It was also the consensus of opinion that it would be a step backward for any manufacturer to disturb existing conditions so far as they have been affected by the NRA and that no attempt should be made by the industry to take advantage of the Supreme Court decision as far as the present restrictions caused by the NRA Act are concerned.

Pro-phy-lac-tic "Sweepstakes" Contest

J. R. Grach, of the McKesson-Minneapolis Drug Co., Minneapolis, won the \$1,000 cash prize in the national "sweepstakes" contest sponsored by the Pro-phy-lac-tic Brush Co., Florence, Mass., for wholesaler salesmen. Thousands entered the contest, each salesman receiving five tickets for the "sweepstakes" for each wholesale deal put through. Other prizes totaling \$2,425 were awarded, and considerable interest was stimulated by the contest, according to Joseph F. Huber, vice-president.

Don Glassford Graduated

Donald C. Glassford, son of Dr. John Glassford of McCormick & Co., Inc., Baltimore, and Mrs. Glassford, was graduated from Lehigh University with the degree of B.S. in Chemical Engineering on June 11. Mr. Glassford's record was so promising that he was offered an immediate position with the General Chemical Co., which he has accepted. In that position he will endeavor to duplicate the success of his father in the chemical research field.



ENTRANCE HALL TO MATCHABELLI SALON AND ONE OF THE SHADOW BOX SHOWCASES

Foragers to Frolic June 29

The annual outing of the Foragers of America will be held Saturday, June 29, at "Green Gables," Monmouth Beach, N. J. The entertainment this year will be provided by William Conaway, Jr., and his Creole Serenaders—an outstanding radio and vaudeville act. A day that will be long remembered is promised by the entertainment committee—athletic events, ball game, shore dinner, prizes, African golf, entertainers.

The meeting place will be Central Railroad of New Jersey Pier, foot of Liberty street, Hudson River, New York, at 9:00 A.M. No later. A special return rate has been arranged with the railroad. Any member of the industry who enjoys good fellowship is welcome. There is only one exception—an old rule of the Foragers—NO BUYERS.

Trans-Mississippi Beauty Show

The beauty center of the country was moved to the midwest during the Trans-Mississippi Beauty Show and Convention which met at the Hotel Fontenelle, Omaha recently. Because Easter was but two weeks off and beauty operators were rushed, the show was opened on Sunday with the result that the biggest first day of the six years of the show was experienced. Approximately 1,000 registered that day. Before the convention closed more than 2,000 had registered, breaking all attendance records. Shops in many towns were closed all day Monday so that owners and operators could attend.

Nationally recognized speakers and an exhibit hall which held everything of the latest in cosmetology were the chief attractions. Among the speakers were Mr. Charles of Marshall-Fields, Chicago; Mr. Reno, Long Beach, Cal.; Emil Rohde, National President; Agnes F. Schmitt, Lincoln, Neb.; Miss Corrine Ingram, New York City, and Lorenzo Donarico, Omaha, Neb.

Exhibitors demonstrated their wares in the large exhibition room. Among them were E. Breslauer, Inc., New York City; Dill Manufacturing Co., Cleveland; Martin Brothers Electric Co., Cleveland; Duart Manufacturing Co., Chicago; Charles Arnao Co., Minneapolis; Paidar Co., Chicago; Louise Norris, St. Louis; W. G. Shelton Co., St. Louis; Andrea Duval Sales Co., Chicago; F. Fredericks, Inc., New York and Blocki Co., Chicago.

The entertainment was sparkling but educational. A brilliant Mardi Gras style show and dance was held the evening of April 8 when new coiffures were shown by models who paraded before the delegates. A revue of children's hair styles was also presented by juvenile models under the direction of Wynn Rene Sturgeon.

Features of the departmental periods held from 2 to 4 each day included a talk on "Cosmetic Sales Depend on Proper Typing" by Miss Corrine Ingram, New York, and a talk by Dr. J. A. Borghoff of Omaha on "Skin and Scalp Hygiene."

The show was presented under the management of Stephen Spitznagle, business manager, of Omaha, and delegates represented the states of Nebraska, Iowa, Missouri, Kansas, South Dakota, North Dakota and other nearby states.

McKesson & Robbins Earnings Gain

McKesson & Robbins, Inc., reports net profits after charges for 1934 of \$1,720,259, or \$4.02 a share, on the 428,045 shares of \$3.50 preference stock, against 304,248, or 71 cents a share, for 1933.

The consolidated balance sheet shows a strong current position, the ratio of current assets to liabilities being 5.57 to 1. Current assets totaled \$52,765,997, including \$3,080,690 cash, \$20,901,773 receivables and \$28,783,533 inventory. Current liabilities totaled \$9,477,419, including \$1,000,000 of bank loans, which have since been paid off, there being no bank loans now outstanding.

During the year 1934 states F. Donald Coster, president, it was deemed advisable and in the interest of the corporation to increase advertising and promotional appropriations. As a result the advertising expenditures for 1934 totaled \$1,025,266, an increase of \$558,824 compared with expenditures of \$466,442 in 1933.

In his report to stockholders Mr. Coster announces the appointment of a special directors' committee for the purpose of studying the situation in respect to dividend arrears on the company's outstanding preference stock.

Sales of McKesson & Robbins, Inc., for the first three months of 1935 were \$31,491,666 as against \$32,888,718 for the first quarter of last year, a decrease of 4.25 per cent. The decrease was entirely in liquor sales, which were abnormally high in 1934, due to stocking of dealers' shelves immediately after repeal.

T. O. Duff, of Chattanooga, Tenn., has replaced the late Albert L. Smith on the company's board of directors, and J. C. Isdahl, Jr., has been elected to fill the place left by the resignation of Sewall Cutler. All executive officers were reelected after the annual stockholders' meeting in Baltimore.

New Companies in Detroit

Detroit experienced a sudden influx of cosmetic companies this past month. Among the new organizations, Dermetics Co. of Detroit was formed by Gula M. Neutz to distribute cosmetic products. A salon was opened at 1132 Book building.

Manuel E. Arden, and Oscar Stein formed the Arden-Campbell Laboratories, to produce a general cosmetic line. The company is located at 423 Stevens building.

Lady Sylvia Products Co. was formed at 2960 Vermont avenue by Celia Lefton and Arthur J. Sandow, as another manufacturing organization.

New Rubbing Alcohol Ruling

The Treasury Department in a new ruling has changed Regulations 3 dealing with the use of specially denatured alcohol. The ruling withdraws permission for the withdrawal of S.D. No. 23-A for use in rubbing alcohol and establishes a new formula, No. 23-G for this purpose. The new formula provides for the use of 10 gallons of acetone and 4.25 pounds of sucrose octa acetate to every 100 gallons of ethyl alcohol. Sucrose octa acetate is described as an "organic acetylation product being a white nonhygroscopic powder having an intensely bitter taste".

Armand's Twentieth Anniversary

It is twenty years since a curious youth turned his thoughts from writing chatty notes about medicine to writing newsy bits on face powder. His letters spoke of face powder, but it was friendliness they sold. Carl Weeks, president of Armand, has often said, "If I can choose the essence, I don't care who makes the perfume." In his business and all his dealings, the essence is friendliness.

This year, in celebrating the 20 year anniversary since its founding, the Armand Co. enjoys the distribution of its products in more than 35,000 stores, in every state in the union, in France, England, South America, Vienna, Canada, Australia, Japan, Alaska, Hawaii and on some of the larger steamships.

In commemoration of the anniversary, many changes will mark the Armand line. The Armand packages are being entirely remodeled. A new Armand blended cream and "Wind-blown Roses," a new odor for powder, will be introduced. In addition, there has been placed on the market, "Carle," a new complete line offered to retailers on a new merchandising plan. It includes a new treatment line in modern packages of modulated shades of blue. A part of Armand's 20th anniversary plan is to present an enlarged and luxurious holiday line.

A desire to be of service, linked with an innate curiosity into all that teaches and makes life interesting, beautiful and worthwhile has given Carl Weeks a glowing personality known throughout the trade.

From rattlesnakes to formulas, from discovering the beauties of Zion National Park to face powder, his experiences have been as full as they have been varied. He was born in Iowa, but pioneered in western Kansas with his family for ten years. At the age of 12, he was back again in Iowa with a background of pioneer life in the plains country, of buffalo, wild deer, sod houses, prairie fires, drouths and other thrills known to the modern boy only on the motion picture screen.

He got a job in a local drug store and spending his entire weekly salary on supplies, began tinkering with new formulas. He decided then that he wanted to become a druggist and at 14 years of age borrowed money to go to a local college of pharmacy where there wasn't any age limit or any particular requirement for admission. As he got out of the college of pharmacy he ran a country drug store for 6 months, another for 6 years and then took all the money he had saved and bought his own store in Centerville..

The loss of his health, sent Carl to Utah—where he developed his hobby of mountain climbing—discovered the beauties of the region that resulted in a campaign to get a canyon made into what is now Zion National Park. Then home again and the organization with his brother of the D. Weeks & Co., makers of cold tablets.



CARL WEEKS

After experimenting for some time with face powders, Carl started the Armand Co., on December 20, 1915 with himself as president and Leo Weeks as secretary and treasurer.

The friendliness of Carl's groups widened. In his interest in the druggist he wanted to meet them all. He travelled to state conventions, association meetings, met groups and in individual stores as far as possible learned to know each druggist personally. His staff he built about him became known to the trade, not as formidable executives, but the human, interesting "Bill" Wiseman and "Jesse" Moore and his four boys, then, Charles, Bill, Evert and later, Lafe.

As a whim to promote the quality which he feels is the essence of all intercourse, he has founded the "Order of the Paris Handkerchief." Upon more than 6,000 people has been conferred this honorary order, business executives, heads of nearly every pharmacal organization in the country, nationally known personalities and close friends of Mr. Weeks, all people he has chosen who he is certain will carry out its obligation "Be friendly."

His sincere interest and willingness to be of service has evidenced itself in his civic activities. He is president of the Greater Des Moines Committee, a member of the Board of Trustees of Drake University and has taken leadership in nearly every project of community welfare.

There have been many contributions to the trade by Carl Weeks, but what his close friends believe is the most outstanding is that he injected warm blood and feeling into a cold, matter-of-fact business world.

Wisconsin Fair Trade Act Signed

Governor Philip La Follette of Wisconsin on May 1 signed the Alfonsi fair trade practice bill. The measure, which was supported by the Wisconsin Pharmaceutical and the Milwaukee County Pharmacists associations, prohibits "secret payment or allowance of rebates, refunds, commissions or unearned discounts or the secret extension to certain purchasers of special services or privileges not extended to all purchasing upon like terms and conditions."

The fair trade act section of the new law upholds the right of the manufacturer to control the resale price of trade-marked products in retail outlets by contract with retailers. Such contracts are entirely voluntary and the general purpose of the act is to prevent the use of nationally advertised products as "bait" or "loss leaders."

Wilfully and knowingly advertising or selling any commodity at less than the price stipulated in any contract is unfair competition under the measure and is actionable at the suit of any person damaged thereby.

The law also gives the state department of agriculture and markets the right to review minimum prices as fixed by such contract thereby guaranteeing the consuming public against any unfair minimum prices. It further grants to any person damaged by violation of any of its provisions the right to maintain an injunction against such violator and authorized the attorney general and all district attorneys to prosecute violators.

Violators found guilty of unfair discrimination under the law are subject to having their charter annulled, their permit revoked and may be permanently enjoined from transacting business in Wisconsin.

Philadelphia College Commencement

At the 113th annual commencement of the Philadelphia College of Pharmacy and Science, held there June 5, three men prominent in pharmacy and related professions received honorary degrees. They are:

Dr. William A. Pearson, graduate both in pharmacy and in medicine and for twenty-two years dean of Hahnemann Medical College in Philadelphia.

Eli Lilly, president of Eli Lilly & Co., pharmaceutical manufacturers of Indianapolis, and long a leader in pharmaceutical progress.

John M. Woodside, Philadelphia College graduate of 1903, member of the Pennsylvania Board of Pharmacy, and long a retail pharmacist in Philadelphia.

In addition to these honorary degrees, 48 degrees in course were conferred upon students from many parts of the United States. Degrees this year were granted in pharmacy, bacteriology and chemistry.

One student received the degree of doctor of science in chemistry and another that of doctor of pharmacy. Six students received the degree of master of science in chemistry and one each the degree of master of science in pharmacy and master of science in bacteriology.

The degree of bachelor of science in chemistry was conferred upon nine students and that of bachelor of science in pharmacy upon eighteen students. Three students received the degree of bachelor of science in bacteriology and eight that of graduate in pharmacy.



ELI LILLY

Oklahoma Pharmacists Meet

At the Oklahoma Pharmaceutical convention, at Tulsa John W. McPherrin, of the specialty division of Bauer & Black, Chicago, said that independent druggists can successfully combat chain stores if they realize that competition is not entirely buying competition and that all druggists are not alike in ability.

Carl Weeks of the Armand Co., Des Moines, Ia., said that conventions are only to give one a good time. "There have been only three conventions in America. The first resulted in the Declaration of Independence; the second, in the Constitution, and the third, in the election of Abraham Lincoln to the presidency."

Eyebrow Pencils Dutiable as Cosmetics

Imported pencils, chiefly used by women for making up the eyebrows, are dutiable as nonalcoholic toilet preparations at 75 per cent under paragraph 62 of the Tariff Act of 1922, it was decided last month by the United States Custom Court, First Division. Protests of the Stationery Import & Export Corp., claiming that the articles should be dutiable as pencils under paragraph 1451, were overruled.

Antonow a Kentucky Colonel

Samuel L. Antonow, president of V. Vivaudou, Inc., and Delettrez, Inc., has been appointed a Colonel by Governor Ruby Laffoon of Kentucky. His commission as "aide-de-camp on the Governor's staff with the ranking grade of Colonel", duly signed, sealed and ribboned, gives him all traditional privileges and honors of the office when he is in the "blue grass" State.

Did They Send the Dime?

Leading luminaries of the drug world are the latest to go for the chain telegram craze, Frederic W. Ballentine, newly appointed sales promotion manager of the House of Pinaud, tells us. Glittering on a chain telegram forwarded to the House of Pinaud this month were the names of: J. Mahlon Buck, vice president Nat'l Wholesale Druggists' Association, executive vice president of Smith, Kline & French, leading wholesale druggist of Philadelphia; G. R. Graham, vice president of Smith, Kline & French; Charles A. Loring, president of Gilman Bros., wholesale drug company of Boston; Percy C. Magnus, president of the New York Board of Trade; Edgar M. McKallor, president E. C. McKallor & Co., wholesale druggist of Binghamton, N. Y.

Miller Now With Brunswick

Henry Miller, for the last eight years vice-president in charge of production of the Armand Co., Des Moines, Ia., is now associated with the Brunswick Drug Co. of Los Angeles, as manager of the cosmetic department.

Mr. Miller is a pharmacist, and after serving in the United States Army during the World War, he became manager of Nylen Pharmacy, Lovell, Wyo. He remained there until 1921, when he took a special course in chemical engineering at Des Moines University, and in 1925 joined the technical staff of Armand Co., doing chemical analysis and research. He was made vice-president in 1927, and during his connection with Armand, developed a line of more than forty products.



HENRY MILLER

His plans call for considerable expansion in the cosmetic department of the Brunswick Drug Co., work for which his education and experience have splendidly fitted him.

He is a member of the American Chemical Society, Alpha Chi Sigma at Iowa State College, Des Moines Service Men's Club, and the Highland Park American Legion.

Sutter with Lightfoot Schultz

Maxwell Sutter has joined the Lightfoot Schultz Co. in the capacity of assistant chemist. He will be associated with the company's plant at Hoboken, N. J.

Coty Wins Oklahoma Suit

D. M. Weaver, agent for *Cote* products was fined \$10 and court costs in Wewoka, Okla., by V. M. Butts, justice of the peace, April 25, after Coty, Inc., had filed a complaint charging that Weaver used the nationally known trade mark in advertising his goods. Five witnesses, including two persons who bought his products, testified in the hearing.

Weaver stated that the company for which he works sent him mats for advertising purposes. Advertisements appeared in Wewoka, both in newspaper and in handbill style. Coty, Inc., which is represented in this county by an agent, brought the suit, asking for judgment in the form of enjoining and restraining the *Cote* agent from encroaching upon the Coty trade mark and from selling products in this county.

Mr. and Mrs. William E. Kehew have been placed on probation for three years by the U. S. District Judge, Northern District of Florida, in the February 1935 term, after being found guilty of charges brought by Coty, Inc., that they had used the mail in a scheme to defraud by selling face powder with the Coty name. Working with Max Factor, whose name was also being exploited in the same fraudulent manner, the investigation led to Mr. and Mrs. Kehew who were buying face powder from manufacturer in boxes with no inscription. When confronted with the evidence he and his wife made complete confession.

Hair Dye Case Is Concluded

The case of the Federal Trade Commission against Inecto, Inc., New York, has been concluded by the entry of a final decree in court by consent of both parties. The decree affirms the commission's order to cease and desist and prohibits the corporation from advertising that its hair dye, heretofore sold as "Inecto Rapid Notox," is harmless or non-toxic and from using testimonials that are not genuine. It is provided, however, that the decree shall not be construed as prohibiting Inecto, Inc., from representing that its hair dye may be used with reasonable assurance of safety by those in good health with no scalp abrasions and without unfavorable reaction to the "behind-the-ear" test for toxic reactions or skin irritation.

Trade Mark Cases to Trial

Two more cases involving the New York state trade mark law and relating to perfumes have been brought in the campaign of the Perfumery Importers' Association against perfume frauds. They will be tried in Commercial Frauds Court in New York June 4. In one, Caron Corp. is complainant against Abram S. Levy charging that Levy sold a bottle of perfume represented as Caron's "Bellodgia" which was in fact not genuine "Bellodgia". The complainant in the other case is Guerlain, Inc., against Samuel Horowitz, charging the sale of perfume represented as "Shalimar" when in fact it was not genuine "Shalimar". L. G. Bernstein is handling the cases on behalf of the complainants in conjunction with Assistant District Attorney Eugene B. McAuliffe.

Affiliated Buys "Outdoor Girl" Line

Affiliated Sales, Inc., New York and Chicago, has acquired the "Outdoor Girl" trade mark and line from the Crystal Corp., New York. Distribution will be handled by a subsidiary organization, as in the case of the company's "Edna Wallace Hopper," "Kissproof," "Louis Philippe," "Neet" and "Jo-Cur" lines.

Sidney Picker, who was secretary, assistant manager and export manager of the Crystal Corp., has formed a new importing and exporting organization under the name of the Nelke Co.

Cosmetic Corporate Earnings Higher

According to a *Printer's Ink*, tabulation, 19 leading companies in the cosmetic and drug fields showed net earnings in 1934 of \$36,826,784 as against \$30,361,577 in 1933. This is a gain of approximately 21.3 per cent for the year. Of the 19 companies, twelve showed increased earnings and 7 decreases as compared with 1933. Not a single listed company in the field showed a deficit.

Iowa Dental Meeting Displays

Nearly twice as many displays of dental goods as shown in previous exhibits, featured the exhibition of the Iowa State Dental Meeting held in Des Moines, May 7, 8 and 9, under the direction of Dr. Roy S. Sommers, of Des Moines, president. Nationally advertised products vied with professionally advertised items for the dentists' favor, in tooth pastes, tooth powders, mouth washes and other dentifrices. New angles of appeal for the dentist were suggested in some of the booths, while in others, experimental tests were conducted of new items.

In the Bristol-Myers booth, R. R. Dirks suggested to the dentist that the point of saturation in the use of dental products had not even been closely reached by the sign "Did you know that fewer people use tooth brushes than automobiles?"

Dr. J. M. Temples, president of Pyclope, of Joplin, Mo., makers of tooth brushes and tooth powders, demonstrated the need of three minute brushing of teeth with their souvenir "Pyclope Sandman."

The Squibb booth demonstrated their entire line of dental products, while in contrast, George H. Wandel of the Pepsodent Co. devoted their entire booth to the scientific explanation of Pepsodent's abrasive tests, with not even one carton displayed.

The exhibition halls were open only to the 800 registered dentists, the 48 registered dental assistants and exhibitors and wives.

The list of exhibitors included the Baker Co., Newark; E. R. Squibb & Sons, N. Y.; H. G. Fischer Co., Chicago; M. W. Schneider, Chicago; Kolynos Co., New Haven; BiSoDol Co., New Haven; Bristol-Myers, N. Y.; Antidoler, N. Y.; The Wander Co., Chicago; L. D. Caulk, Milford, Del.; Corega Co., Cleveland; Columbia Dental Co., N. Y.; Wernet Co., Brooklyn; Dr. John O. Butler, Chicago; Pepsodent, Chicago; Lavoris, Minneapolis; Anacin Co., Chicago; Pyclope, Joplin, Mo.; Horlick's Malted Milk Co., Racine; Iodent Chemical Co., Detroit; Chas. H. Phillips Chemical Co., New York.

Pharmaceutical Manufacturers Meet

Qualified endorsement was given the Copeland Bill at the annual meeting of the American Pharmaceutical Manufacturers Association, held from June 3 to 6 at the Hershey hotel, Hershey, Pa. Request was made for an independent board of administrative review and for provision for furnishing a representative part of the official sample to the party interested in actions under the law. The association voted disapproval of the Wagner Labor Relations Board Bill and the Black 30-Hour Week Bill.

As officers for the ensuing year, the association elected the following: president, George R. Flint, Flint, Eaton & Co., Decatur, Ill.; first vice-president, Carroll Dunham Smith, Carroll Dunham Smith Pharmacal Co., Orange, N. J.; second vice-president, J. C. Faugsnaught, Buffington, Inc., Worcester, Mass.; secretary, C. W. Warner, Maltbie Chemical Co., Newark, N. J., and treasurer, Frank A. Mallett, Standard Chemical Co., Des Moines, Ia.

Insecticide Makers Meet at Chicago

Members of the National Association of Insecticide and Disinfectant Manufacturers held their 21st annual Summer meeting at the Edgewater Beach hotel, Chicago, on June 10 and 11. The convention indorsed retention of the hours, wages and child labor provisions of the NRA code under which the industry had been operating.

Charles P. McCormick, president of the association, named a committee to confer with government officials on standards for household insecticides. Dr. F. L. Campbell of the United States Department of Agriculture presented a summary of a study of derris and domestic species of cracca as sources for insecticide material, and Dr. F. Tattersfield, chemist of Harpenden, England, discussed recent pyrethrum and derris research.

General arrangements for the meeting were in charge of John Powell, of John Powell & Co., New York.

Columbia Graduates Pharmacists

Diplomas were awarded to 64 graduates of the College of Pharmacy of Columbia University at exercises held May 23 at the McMillin Academic Theatre, New York. These exercises marked the completion of the 105th academic session of the college.

The fourth annual exhibition of scientific pharmacy was opened to the public in the building of the College of Pharmacy on May 24 and 25 and on May 31 and June 1. Visitors saw demonstrations of methods used for the analysis of essential oils and for the compounding of perfumes and toilet creams, powders and lotions.

Name Oklahoma Cosmetology Board

Members of the new Oklahoma cosmetology board, which will supervise the licensing of beauty parlors in that state, were named May 21, by Dr. C. M. Pearce, state health commissioner. Although appointments will be made by Governor Marland, he left the selections up to Dr. Pearce. Those named include Mrs. Louis Amis, Oklahoma City, secretary; Henry Momson, McAlester, and Jack Collier, Norman.

Coming Conventions

American Pharmaceutical Association, Multnomah hotel, Portland, Ore., August 5-10, 1935.

Perfume and Cosmetic Buyers Conference and Exhibition, Hotel Commodore, New York, September 9-12, 1935.

Federal Wholesale Druggists Association, Hotel Statler, Buffalo, N. Y., September 17-19, 1935.

National Association of Retail Druggists, Netherland-Plaza hotel, Cincinnati, O., September 23-24, 1935.

Drug Trades Exposition, Grand Central Palace, New York, October 15-17, 1935.

National Hairdressers' and Cosmetologists' Association, Hotel Pennsylvania, New York, October 13, 1935.

United Medicine Manufacturers of America, Waldorf-Astoria hotel, New York, October 17 and 18, 1935.

American Bottlers of Carbonated Beverages, Fifth Regiment Armory, Baltimore, Md., November 18-22, 1935.

Exposition of Chemical Industries, Grand Central Palace, New York, December 2-7, 1935.

Wisconsin Pharmacists to Convene

Making the fair trade act effective will be discussed by Herbert L. Mount, Milwaukee, counsel for the Wisconsin Pharmaceutical Association at its 55th annual convention June 25, 26 and 27 at the Northland hotel in Green Bay. Other speakers will include Carl Weeks, founder of Armand, who will discuss the manufacturer's viewpoint; Dr. George Secord, member of the NARD executive committee; John Dargavel, secretary, NARD; H. S. Noel, Eli Lilly & Co.; O. U. Sisson, chairman of NARD's U.S.P. and N.F. committee; Dr. Ralph M. Carter, president-elect, Wisconsin Medical Society, and E. J. Malloy, Milwaukee, who will discuss the independent retailer.

Oregon Drug Show Planned

Druggists from as far north as Alaska and as far south as Southern California are expected to attend the Tri-State Pharmacists' convention, which will be held in Portland, Ore., August 4, 5 and 6. The meet primarily will draw pharmacists from Oregon, Washington and Idaho.

A highlight of the convention will be the Northwest Drug exposition, which will see all important national drug lines on display. It will be open to the public only a part of the time.

According to Roy A. Perry, president of the Oregon State Pharmaceutical association, more than half of the exposition booths are already contracted. E. A. Bachman, Portland druggist, is in charge of the exposition.

Lambert Earnings Are Lower

The Lambert Co., St. Louis, reports for the three months ended March 31 a consolidated net profit of \$567,552 after taxes and other charges, equal to 76 cents a share on 746,371 capital shares. This compares with earnings of \$732,621, or 98 cents a share, in the first quarter of last year.

P. & G. Soap Sculpture Prizes Awarded

The prize winning carvings in the eleventh annual competition for small sculptures in white soap, selected from over four thousand entries, were announced June 4 at ceremonies marking the opening of this year's soap sculpture exhibition at Rockefeller Center, New York. Leo Friedlander, prominent sculptor and a member of the jury of award of the National Soap Sculpture Committee, announced the winners of the \$2,500 in cash prizes, offered by the Procter & Gamble Co., Cincinnati, and two special awards made by leading industrial firms.

The prize winning carvings with other selected entries in the competition will be on public view until June 28. Special features of the exhibition include demonstrations, a display of books on soap sculpture, and a motion picture, "Sculptors All."

Beonne Boronda, New York, was awarded the first prize of \$250 in the professional group for a striking sculpture of a dog, "Saluki." In the same class "Toad" by Paul Perlmutter, New York, won the \$150 second prize; "Resistance" by Paul Diana, New York, the \$100 third prize.

To Louise Campbell, San Bernardino, Calif., goes the honor of being a winner of two major prizes in the competition. Her sculpture "The Percheron" received the award made by the Gorham Co. of Providence, R. I., for the entry best suited to reproduction in bronze,

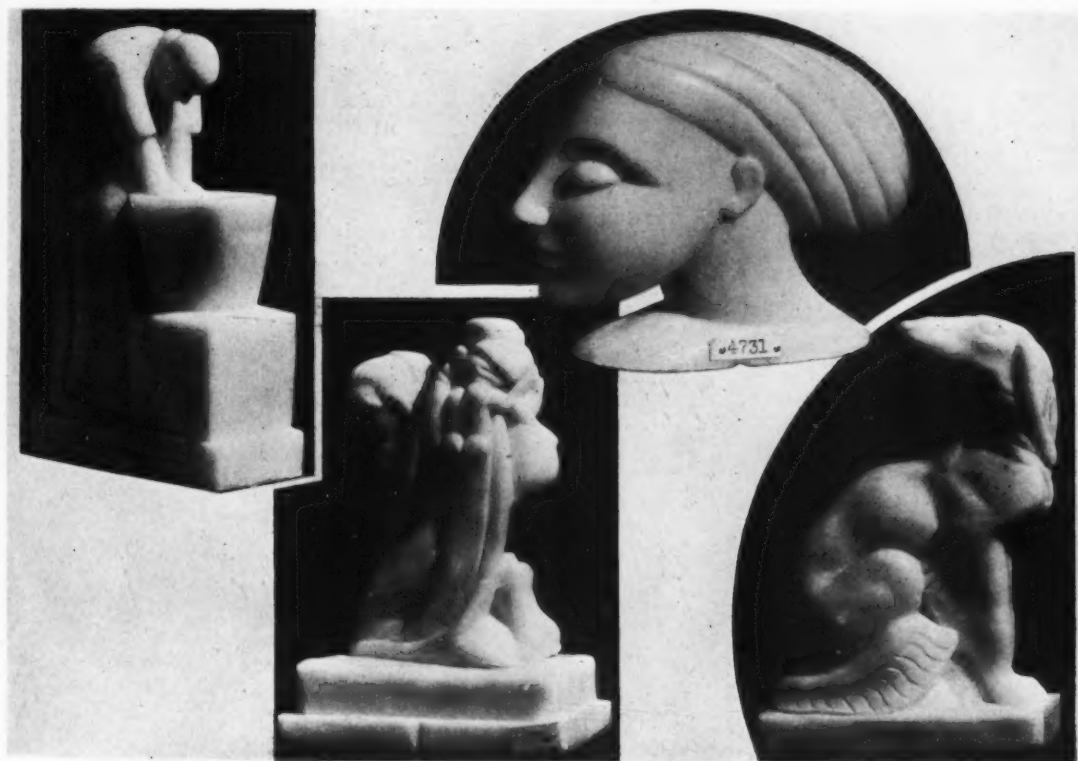
as well as the \$100 first prize in the junior class. Second prize of \$50 in the junior group went to Porfirio Navarro of Houston, Tex. for "Siesta"; third prize of \$25 to A. Goldstein, Brooklyn, N. Y., for "Hawk."

Among this year's winners whose work has won previous recognition is Edward Anthony, of Wyandotte, Mich., who won the first prize of \$200 in the advanced amateur class for "The Fruit-Jesus." Last year he won third prize; the year before, second prize, in the same class. Avis Wright, another veteran soap carver, received a \$25 honorable mention with her "The Pottery Maker."

Awards of \$150, \$75, and \$50 in the senior class were made to Grace Bass, 914 West avenue, Columbia, Miss., for "Ignorance", Richard W. Clark, Dayton, O., for "Evening", and Gladys Young, Newark, N. J. for "Old Washwoman."

The group award of \$100 and a plaque went to the advanced art class of Peabody High School of Pittsburgh, Pa., for "Mother Goose's Wax Works." A class in the same high school won the group award last year.

The Lenox Award made by Lenox, Inc., potters, Trenton, N. J., for the sculpture chosen from the entire competition as best suited to reproduction in pottery went to Harry Rappoport, Brooklyn, N. Y., for "Speed."



PRIZE WINNING CARVINGS IN ANNUAL SMALL SOAP SCULPTURE COMPETITION

Upper left, "Ignorance," by Grace Bass; upper right, "Speed," by Harry Rappoport. Lower left, "The Fruit-Jesus," by Edward Anthony; lower right, "Saluki," by Beonne Boronda.

Snow Heads Lever Plant

L. D. Snow, formerly traffic manager for Lever Bros. Co., at Cambridge, Mass., has been appointed manager of the company's large branch plant at Hammond, Ind.

Coty Exhibit in London

Under the title of "Perfume Bottles through the Ages," Coty staged a display of antique perfume and cosmetic containers (lent by Mr. S. N. Nyburg) in London, from May 29 to June 5, which is said to be the first of its kind to be held in Great Britain. The exhibits included many exquisite examples of the skilled craftsmanship and artistry which has been devoted to the production of these articles of luxury. There were gold scent bottles of the Louis XIV period, glass scent bottles covered with gold filagree work of the Louis XV and Louis XVI periods, rectangular glass scent bottles of Bohemian workmanship enamelled with quaint designs and dating from the 17th century, delicate little figures in Chelsea porcelain which were really scent bottles in disguise, Battersea enamel scent bottles, and scent bottles made in lovely Wedgwood china (left in the picture), pomanders of various types, of which the quaintest was a replica in miniature of a skull, as well as rose-water ewers, and various cases and cabinets for cosmetics. The most important exhibit, valued at £2500, was a delicious gold and enamel "make-up" box, which once belonged to Queen Marie Antoinette. The top and bottom of the box are inset with Sèvres plaques depicting country scenes. Inside there are four compartments, two of wonderful dark blue glass, and two of gold. One of the gold compartments was used for brushes, etc., while the other, decorated with two flies, was intended for patches, the decoration being a play on the word "mouches" which means either "flies" or "patches". Other important exhibits included a delightful tortoiseshell rose-water ewer and dish of Italian workmanship, inlaid with mother-of-pearl and gold to represent pastoral scenes (right in the picture); an agate casket of the Louis XV period, mounted in gold, with handle set with rubies, containing a complete toilet set; a remarkable rock-crystal scent fountain of elegant design; and a magnificent German rock-crystal rose-water ewer, set with rubies, diamonds and pearls, dating from the 16th century (center in the picture). With each of these is shown a modern Coty container for the same purpose, many of these being adaptations of the classic designs.

Buyers' Conference Is Planned

With merchandising and control problems increasing every day, the need of a series of conferences to control style consciousness is becoming increasingly evident, according to Thomas G. Jones, a former department store buyer and well known to the entire field as "Tom" Jones. An attempt will be made to fill this need with a four day Perfume and Cosmetic Buyers Conference and Exhibition to be held at the Hotel Commodore, New York, starting with the 9th of September. Mr. Jones will be managing director and will have H. Henry Bertram (Frederick Loeser & Co.) as conference chairman. The program and entertainment committee will include David Fischman (Saks Fifth Ave.), M. J. Alderige (John Wanamaker), William Soloman (Whelan Drug Co.), M. Salzman, Jr. (Stern Bros.) and J. H. Becker (New Saks 34th St.).

Plans call for the "first over all picture of lines available to buyers" in the grand ballroom and various groups of conferences. More than two hundred buyers have signified their intention of attending and headquarters are being maintained at 109 East 42nd street, New York.

At a luncheon meeting for the press at the Hotel Commodore, New York, on June 11, Joseph Byrne, who is also associated with the conference, discussed details of the program. "As a meeting place where industrial policies may be formulated because of the attendance of both manufacturer and buyer," he said, "exhibitions have a vital place in all industries that cater to the public as the ultimate consumer."

American Home Products Names Brush

The American Home Products Corp., Detroit, has elected Alvin G. Brush as chairman of its board of directors. Mr. Brush has been president of Affiliated Products, Inc., New York and Chicago, and was formerly a member of the firm of Smith, Brush & Davis, auditors. He is a member of the executive board of the Toilet Goods Association.

The American Home Products Corp., Detroit, and subsidiaries have reported for 1934 net income of \$2,033,317 after depreciation and all taxes and charges, equal to \$3.03 a share on 672,100 shares of stock. This compares with earnings of \$1,996,324, or \$2.97 a share, in 1933.

Net sales of the company for the past year totaled \$16,171,130 as against \$14,706,770 during 1933.



SOME ITEMS FROM COTY'S LONDON EXHIBIT

Cuban Company's Retail Success

However good a perfume or toilet article may be that a manufacturer produces, it frequently happens that the final result insofar as sales and profits are concerned, rest with the retailer. And not infrequently the retailer does his end of the job with more than a bit of indifference.

This in part happened in Cuba with the firm of Crusellas y Cia. in the days when it was strictly a Cuban company making perfume and other toilet articles. In order to merchandise its products in the proper way, a store was opened at 107 Obispo street, in the heart of the best shopping district in the capital city. A very fine display of perfume and toilet goods was made and the store became a marked success. Not only did it place the products before the Cuban public in the best possible light but since Obispo street is a favorite shopping street for tourists, considerable business was done with visitors to Havana. The store proved so successful that the rent was continually raised until, in 1920 it reached such a high figure that to continue the store became unprofitable. It was therefore given up, and for five years Crusellas y Cia. devoted themselves entirely to manufacturing.

In 1925, however, it was decided that a retail outlet under own management was needed, not only for the presentation of the wares but also for testing out the public's reception of new items. Accordingly another store, this time at 88 Obispo street was rented. A deal was made at the time with La Estrella, the largest confectionery manufacturers in Cuba to share the store and in that way reduce the cost of operation. La Estrella, accordingly, took one side of the new retail location and Crusellas retained the other half, each having one show window in addition.

The store was most attractively decorated inside and the window displays were such as to attract attention. The two lines, perfumes and toilet articles and confectionery were non-conflicting and made a strong appeal to the same clientele so they proved a good combination.

In 1930 a second retail location was obtained, this at 8 San Rafael street, a very good tourist street and also in the center of Havana. This second store was fitted up in the same manner of the other and is a complete twin, in appearance, of the Obispo street store.

Since the first retail outlet was opened, Crusellas y Cia. has passed into the hands of Colgate-Palmolive-Peet Co., so that its manufactured lines have been changed a bit and considerably enlarged. However, the retail outlet has been found to be most beneficial to the Americanized Crusellas y Cia.

The two stores, in the time that they have been in operation, have made no great amount

of net profit but neither have they shown a loss. All expenses have been covered and even a slight profit above legitimate operating costs. Only items manufactured by Crusellas y Cia. which is still the name of the company, are sold in these retail stores. The prices are never cut but are, on the contrary, a bit higher than other independent retail channels charge. For that reason there has been no opposition on the part of independent retailers who might feel that the manufacturer was offering undue competition.

The advertising of the Crusellas products has been put over in a most effective way by means of these retail stores. Not only has the Cuban public come to know the Crusellas line better than it did without these stores but tourists have been introduced to these Cuban made perfumes and toilet articles in a larger and bigger way. Apart from all of this, however, the retail stores have enabled the firm to try out new items and find out just what the public reception of them would be before going to too much expense in putting on the market something that might not go over. From that point they are invaluable.

As a result of careful tabulations along this latter line it has been found that the manufacture of the better and higher priced lines is not profitable in Cuba. Little by little Crusellas y Cia. is going out of these fine perfumes and toilet articles which were made to sell in competition with the imported French lines. It has been found that the public will not pay the price that must be asked for them regardless of the quality offered. The imported French lines are preferred in the higher priced brackets. In the cheaper and medium grades, however, there is a different story. These are firmly established on the Cuban market and will continue to be manufactured as in the past. And naturally the stores will continue to be operated because they stand the concern no loss but on the contrary make a little money and in addition give the best advertising that the firm gets without any actual money cost.



EXTERIOR AND INTERIOR OF A CRUSELLAS RETAIL STORE

Congratulating Dr. and Mrs. Fourman

Just a few minutes after Braddock won the championship June 13, young Richard Fourman, another champion (so his dad hopes) arrived at the home of Dr. and Mrs. Victor G. Fourman. Sort of an anniversary present for June 13 was the Fourmans' 9th wedding anniversary. We extend congratulations and along with many of the Doc's friends inquire why the Richard and not James J. Dr. Fourman is chief chemist for Compagnie Parento, Inc., Croton-on-Hudson, N. Y.

Fred Butz 30 Years with Waterbury

Fred L. Butz, one of the most popular members of the supply trade, will complete 30 years of service as representative of the Waterbury Paper Box Co., Waterbury, Conn., on July 1. He is a vice-president of the company and has handled its interests in Metropolitan New York where he has made a host of friends among manufacturers of toilet preparations and allied lines.

In 1895, Fred joined Colgate & Co., and remained there for eight years. After two years service with the Brooklyn agency of the Pope Motor Car Co., he became associated with Waterbury Paper Box Co., July 1, 1905. For eighteen years he had his offices at 253 Broadway and then until 1929 at 261 Broadway opposite City Hall Park. In that year he moved up-town to the Pershing Square Building on 42nd street where his offices are now located. In addition to the Waterbury account he has represented the White Metal Manufacturing Co., for fifteen years.

His many friends will join us in wishing him continued success, and assuring him that his calls will be welcome for as many more years as he may care to make them.



FRED L. BUTZ

Oil Chemists Meet at Memphis

The 26th annual meeting of the American Oil Chemists' Society, held at the Peabody hotel, Memphis, on May 23 and 24, was by far the best attended Southern meeting ever conducted by the organization. Chemists and executives from many soap and soap products factories were included in the gathering, together with representatives from cottonseed oil, linseed oil and other oil mills and refineries, meat packing establishments, government bureaus and educational institutions. A wide range of important technical papers was presented.

A. A. Robinson, of Wilson & Co., Chicago, was elected president for the ensuing year. Other officers named included E. C. Ainslie, Atlanta, first vice-president; L. B. Forbes, Little Rock, second vice-president; E. M. James, Philadelphia, third vice-president, and M. L. Sheely, Chicago, fourth vice-president and chairman of the soap section of the society.

London University Honors Parry

The Senate of the London University has recently conferred upon E. J. Parry, F.I.C., Barrister-at-Law, the degree of Doctor of Science in Chemistry. Dr. Parry is well known to the perfumery industry as the author of *The Chemistry of Essential Oils and Artificial Perfumes*, and *Parry's Cyclopaedia of Perfumery*, also the two smaller and more popular works on *The Raw Materials of Perfumery*, and *Gums and Resins* respectively. He is an authority on shellac, on which he has recently written a treatise, and took a prominent part in the recent controversy on the constitution of otto of rose.

Cosmetic Bar at Bathing Pool

Cosmetics and bathing both continue to increase in popularity in Great Britain. Bathing pools are being opened up and down the country. Unfortunately, there is some antagonism between bathing pools and cosmetics, for few "make-ups" will survive an afternoon's bathing. Realising this, the proprietors of a popular bathing pool situated at Wembley on the outskirts of London, have opened a cosmetic bar, where, after her swim, a girl can rapidly repair any damage to her face before her boy friend becomes aware of it. Vanishing cream, rouge, eau-de-Cologne ice, a nip of perfume, or the loan of a sterilized brush and comb, can be obtained for threepence per item.

"Canco" Golfers Hold Tournaments

The fifteenth annual golf tournament of the Eastern division of the American Can Co., New York, was played at Echo Lake, N. J., on Wednesday, June 5. Eighty-six "Canco" golfers participated in the playing, while a gathering of 101 was present for the dinner that followed. H. W. Phelps, president of the company, spoke at the dinner.

The low net of the day, which carried with it the Executive Cup, was made by H. Hopkins, with a gross of 85 and a handicap of 22, giving him a net of 63. Ed Welch achieved the day's low gross with a score of 78. Ralph Childs captured the visitors' prize, his gross of 80 and handicap of 16 giving him a net of 64. The low net for 36 holes went to R. Roberts. Winners in the class groups were the following:

	Class A		
N. Fry	80	13	67
H. W. Mansfield	90	23	67
	Class B		
F. Chamberlain	95	29	66
	Class C		
W. Koslow	109	40	69
L. S. Miller	109	40	69

The Western tournament was held at the Medinah Country Club, Chicago, on Wednesday, June 12, with first and second prizes for Classes A, B, C and D and six kickers' prizes. Hubert Franz finished in first place, his gross of 82 and handicap of 21 giving him a net of 61. The tournament brought out 110 golfers, with a gathering of 130 at the dinner that followed.

Kammer Medalist in New Jersey Golf

A. F. Kammer, Jr., won the medal in the qualifying rounds of the 34th amateur championship of the New Jersey State Golf Association at the Essex County Country Club, West Orange, N. J., on June 5. He had two rounds of 73 for a 36-hole total of 146. In the quarter-finals, however, he was eliminated by Dom Morano, who went on to win the championship.

Young Mr. Kammer, former Princeton all-round athlete, was twice winner of the New Jersey State Junior Golf Championship and once of the Metropolitan Junior Championship. He is the son of A. F. Kammer, vice-president of the Carr-Lowrey Glass Co., in charge of the New York office, and himself a winner of the New Jersey State Amateur Golf Championship for three successive years.

National Can Expanding Plants

New building operations are reported by National Can Company, Inc., including an addition to its plant located at Maspeth, L. I. Construction work involving an expenditure of \$360,000 is now under way.

This company has recently completed extensive additions to their plants at Boston, Baltimore and Hamilton, O., as part of a program of expansion necessitated by increasing trade volume. Aside from the above, factories and sales offices are maintained at Chicago, Brooklyn, Detroit, New Orleans and Kinsale, Va.

Paper Box Association to Meet

Members of the National Paper Box Manufacturers Association will hold their 17th annual convention and the Western Paper Box Manufacturers will conduct their 40th meeting at the Drake hotel, Chicago, from June 24 to 26. A supplymen's exposition, the first in several years, will be a feature of the convention.

There will be a reception for early visitors on Sunday, June 23, according to Commissioner Howard P. Beckett of the association. The business session of June 24 will consider chiefly "Costs and Management," while that of the following day will deal mainly with "Selling and Sales Methods" and the final session will be given over to legislative matters. All convention meetings will adjourn at noon, leaving the afternoon free for attendance at the exposition and for social functions. William P. Datz, Jr., of Philadelphia, president of the association, will open the meetings.



WILLIAM P. DATZ, JR.

D & O's New 'Phone Numbers

The telephone numbers of Dodge & Olcott Co., have been changed and friends and customers should now call WALKER 5-2400.

Naef Conference at Geneva

During the week commencing June 24 a conference of all European representatives of the house of Naef is to be held at Geneva to comment on the reception which Naef products, especially novelties, have received during the past year. Fred Firmenich, president of the



FRED FIRMENICH

company will be in charge of the proceedings, and the chief chemist will be present to receive bouquets and/or brickbats. Judging from an interview our London correspondent had with S. G. Field, who is the London agent for Naef products, there will be far more of the former than of the latter. He reports a year of excellent business. It is anticipated that an important pronouncement will be made at the Conference dealing with

the complete synthesis of jasmine absolute, a problem to the solution of which the Naef laboratories have recently been devoting much attention.

Mr. Firmenich has just been made a Commander of the Legion of Honor by the French government. Several years ago he was made an Officer of the Legion and this further recognition of his friendship for France followed his gift to the Musée des Invalides of the original autographs of the Memorial of the Allies, a work to which he has given much of his time during recent years.

E. W. Bovill Flies to East Africa

On May 15, E. W. Bovill, director of R. C. Treatt & Co., Ltd., left Croydon, England by aeroplane for East Africa, where he plans to make an extensive tour of areas engaged in essential oil production, following on his visit of the preceding year. Mr. Bovill is particularly interested in the development of the essential oil industry in Kenya, and devoted a large portion of a paper which he delivered last December before the Royal Society of Arts in London on "Empire Production of Essential Oils for Perfumery," to this topic. One of the most interesting of the essential oils now being produced in this British colony is the new grade of Kenya geranium oil, which is totally distinct from mawah oil, being obtained from a newly introduced species of *Pelargonium*. Our London correspondent, who has examined this oil, describes it as being of excellent aroma. Its rhodinol content is stated to approximate that of Bourbon geranium oil.

Leser Representing Polak's Frutal

J. W. Leser & Co., Los Angeles, Calif., has been appointed Pacific Coast representatives for Polak's Frutal Works, New York. The Leser company is well known in the Coast trade and carries a very complete line of chemicals, colors, etc., for the trade. Its offices are located at 2464 Enterprise street, Los Angeles.

Annual Meeting of Schimmel & Co.

The general meeting of Schimmel & Co., A. G., Miltitz, Germany, was held May 14, 1935. The president, H. Fritzsche, when submitting the report for the year 1934 stated that the domestic business was good and on an upward trend specially during the last part of the year. The export business was somewhat erratic due to difficulties of exchange and import restriction imposed by the various countries but has shown an increase since November. The payment of an 8% dividend was declared. RM 80,000 were paid out in bonuses to workmen and employees and RM 100,000 to the workmen and employees pension fund.

Chemical Manufacturers Convene

With about 200 in attendance, the annual meeting of the Manufacturing Chemists' Association was held jointly with the Spring outing of the Synthetic Organic Chemical Manufacturers' Association at Skytop, Pa., on June 6 and 7. August Merz, president of the latter organization, acted as toastmaster at a union dinner of the two bodies, and a joint golf tournament was the main feature of the entertainment program.

Huisking Heads Medicine Manufacturers

Following the resignation of J. Minor Ewing as president of the United Medicine Manufacturers of America, owing to ill health, Charles L. Huisking, president of Chas. L. Huisking & Co., New York, has assumed the duties of that office. Mr. Huisking was formerly first vice-president of the organization.

Blanqué Here for Visit

A. Blanqué, president of Bruno Court, Grasse, France arrived on the *Conte di Savoia*, June 6 for a short stay in America. He is here principally to visit his American selling agents, Naugatuck Chemical, New York, and to bring the trade some news concerning the products of both Bruno Court and C.A.P.P.

As Mr. Blanqué left Grasse at the end of the rose and orange flower crops and the distillation of lavender will be started next month, his reports concerning the value of these products in the near future will be authoritative and interesting. He also brings some interesting information regarding the African oil of geranium crop and conditions. Several new products of C.A.P.P. will be introduced here in the near future through information which Mr. Blanqué brings to his representatives.



A. BLANQUÉ

United Renews Radio Contract

The United Drug Co., Boston, has renewed for 26 weeks its radio contract with the National Broadcasting Co., for a coast-to-coast hook-up Sunday afternoons.

Huffman Receives Honorary Degree

O. C. Huffman, president of the Continental Can Co., Inc., New York, received the honorary degree of Doctor of Commercial Science from Washington and Lee University on June 7 on the occasion of the annual commencement exercises at Lexington, Va.

Francis P. Gaines, president of the university, declared in conferring the degree, "This degree is one which we confer on some rare occasions upon a man who has manifested in the business world the same high qualities of character and intelligence that would justly lead to the degree of laws, or sciences, or letters in those respective fields."

Watson on Visit to West

Rupert C. Watson of Ungerer & Co., New York, essential oils, synthetic aromatic chemicals and perfume raw materials, is on a visit to his company's Chicago territory accompanied by E. M. Tysdal, Chicago representative. In addition to calling on the trade in Chicago, they also are visiting St. Paul, Minneapolis, Winona, Minn., Detroit, Cleveland and Pittsburgh.

Mr. Watson is showing a number of the newer products of M. Naef & Co., Geneva, Switzerland, manufacturers of synthetic aromatic chemicals and represented in this country by Ungerer & Co.

Iowa Laws Affect Cosmetics

Two legislative measures that affect the manufacturers have been passed by the Iowa State Legislature. The Chain Store Tax which puts a tax as large as any now in effect anywhere on all chain stores, has been passed and signed by the governor.

During the passage of this bill, it was marked by large demonstrations of independent druggists, hardware men, oil dealers, grocers and other retailers who came in in large delegations from over the state and kept the galleries filled at all times during the discussion of the bill. This was finally passed by a large majority.

The Fair Trade Act, similar to the one in effect in California has been passed by both houses of the legislature and is awaiting the governor's signature. This gives every manufacturer the privilege of setting a resale price on his product if he chooses, but is not mandatory.

Forms Pierer Perfume Co.

Charles McElliott has formed the Pierer Perfume Co. at Detroit, to manufacture a new line of perfumes. Mr. McElliott has been in the business under various trade names for several years. The new company will produce eight scents at the present time. Offices have been established at 201 East Alexandrine avenue, but the manufacturing plant is on Twelfth street.

Colgate Promotes Representatives

H. P. McClure, formerly covering Miami and Jacksonville for the Colgate-Palmolive-Peet Co., Jersey City, has been promoted to manager at Dallas. Paul Snyder, previously in Charlotte, N. C., has been assigned to Florida, succeeding Mr. McClure, and J. L. Johnson, formerly in the Florida territory, has been promoted to district manager, with headquarters in St. Louis.

Charabot Here on *Normandie*

In the official French Government party which arrived in America on the maiden trip of the palatial new French liner, *Normandie*, was Senator Eugene Charabot, head of Charabot & Co., Grasse, producers of floral products. Senator Charabot is well known to the trade in America, not only through his products, which have for many years enjoyed wide distribution, but also from his numerous visits to the United States in the past.

M. Charabot is *Rapporteur* of the Budget of the Merchant Marine in the Senate and his selection as a member of the delegation, which was headed by Mme. Albert Lebrun, wife of the French president, was gratifying to his many friends here who have long known of his work in the promotion of Franco-American amity. Recognition of this work by the French government through his selection has been anticipated in the trade.

Little remains to be said regarding the palatial *Normandie* following the glowing and voluminous accounts which have appeared in the daily press. Undoubtedly, she is the most luxurious and beautiful, as well as the largest and fastest vessel which plies the seas. Thousands visited the ship during her first stay at the new pier constructed for her use in the Hudson River, and literally millions stopped work to witness.

It is indeed gratifying that a member of the industry should have been a member of the small official party aboard her on her maiden voyage, and the trade's only regret is that Senator Charabot could not remain longer but was forced by pressure of official business to return to France within a week of his arrival.

The few days were spent with F. H. Ungerer and the staff of Ungerer & Co., New York, who promote the interests of the House of Charabot so effectively in this country.



SENATOR CHARABOT

Miss Lewis Now with Verley

Albert Verley, Inc., Chicago and New York, has taken over the essential oil and perfume compound business of Belmay, Inc., New York. Marion Lewis, who has been with the Belmay organization since its inception and prior to that was connected with the essential oil industry for some years, and who is well known in the trade as a perfumer, will be associated with Albert Verley, Inc., in the laboratories.

The bulk perfume business of Belmay, Inc., will be continued by that organization with the same staff as heretofore with the exception of Marion Lewis.

The new arrangement adds very materially to the facilities of Albert Verley, Inc., especially in the development and creation of perfume specialties for use in perfumes, soaps, toilet preparations, and allied lines.

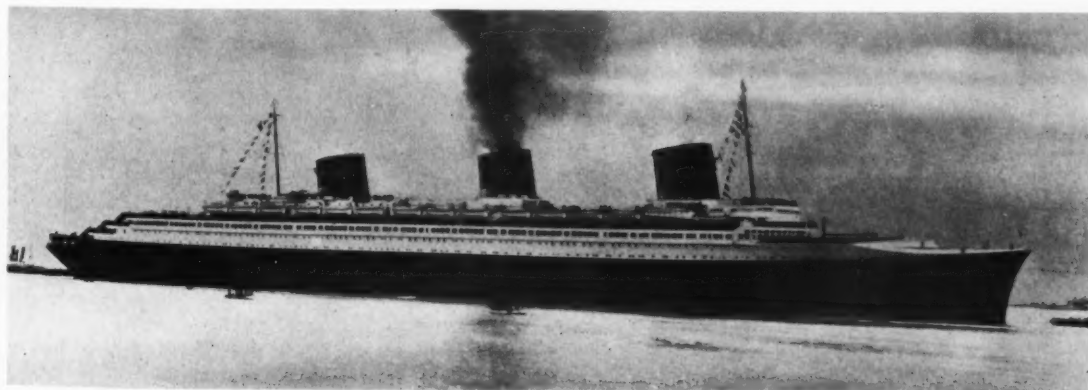
London Perfume Thieves Clock Out

Thieves with a curious sense of humor recently raided the London offices and laboratories of Morny, Ltd., perfumery firm. They actually "clocked out" on the automatic time-recording clock as they left. A new card was taken from the rack, inserted in the clocking slot and left there, showing that the thieves left the building at 3.40 a.m. The thieves got in by climbing a wall at the back of the Morny premises and forcing the window of the building next door. Going upstairs to the roof, they smashed the skylight of Morny's building and then descended to the lower floors by means of an elevator shaft, which is about 30 feet deep.

Terkelsen Opens New York Office

Terkelsen Machine Co., Boston, Mass., has opened a New York office at 17 East 45th street, telephone MUrray Hill 2-6252. The office will be in charge of Paul Roberts.

The Terkelsen Machine Co. carries a line of molded closures from stock mold. The company has had 27 years of molding technique and plastic research, and is prepared to give complete molding service, including the designing and building of molds to meet the requirements of special items.



THE FRENCH LINER "NORMANDIE", NEW ATLANTIC SPEED RECORD HOLDER

Sheffield to Marry Miss Wacker

Friends of Thomas Chaney Sheffield, assistant sales manager in the Chicago branch of the New England Collapsible Tube Co., will be interested to learn that he is to be married to Miss Ellen Jennings Wacker, daughter of Mr. and Mrs. Frederick G. Wacker, at the bride's home in Lake Forest, Ill., June 29.

Mr. Sheffield is the son of L. Tracy Sheffield, president of the New England Collapsible Tube Co., and is well known throughout the East on account of his collegiate activities at Yale University, and in the West on account of his literary work for the Chicago newspapers and for his association with the New England Collapsible Tube Co.

After being graduated from St. Paul's School, Mr. Sheffield entered Yale University where he was a member of the Psi U fraternity. Following the footsteps of his distinguished father, he also engaged in athletics, and was a member of the track team. Then unlike most athletes, he developed talent in a literary way, and was elected editor of the *Yale Record*.

Upon graduation from Yale in 1932 with the degree of A.B., he entered the newspaper business as a writer in Chicago. Here he had many interesting assignments. His work was so outstanding that it was published under his own name. Prior to entering newspaper work, he spent some time after graduating from college working in all departments of the Chicago plant of the New England Collapsible Tube Co. After about a year's experience in newspaper work, he resigned to take over the direction of the Chicago branch.

Miss Wacker is one of the most popular young women in Chicago society, and is the granddaughter of Mrs. Spencer A. Jennings of Greenwich, Conn., and the late Charles H. Wacker, who organized the Chicago Plan Commission in 1909 to beautify the city of Chicago. For 17 years Mr. Wacker headed the Commission, and succeeded in transforming streets into boulevards, extending Lincoln Park, and otherwise beautifying the city. In recognition of his work, Wacker Drive was named for him. When he died in 1929 at 73 years of age, he was considered one of Chicago's outstanding citizens.

Miss Wacker attended the Dobbs Ferry School, and is especially interested in art. After the marriage, Mr. and Mrs. Sheffield plan to live in Chicago.



T. C. SHEFFIELD AND MISS WACKER

Benj. French in New Quarters

Benj. French, Inc., American representative for Descollonges Freres, Lyon and Paris, France, and Pilar Freres, Paris, France, and its affiliate, Evergreen Chemical Co., Inc., have moved to new, larger and lighter offices in suite 919 at 160 Fifth avenue, New York. These companies have been in the same building for fifteen years, and the new quarters provide ample space and offices for Charles D. Edwards, president, and Arthur M. Strang, secretary, as well as increased facilities for the laboratories.

Rosendahl Sails for Europe

Edward Rosendahl, vice-president and general manager of the Glyco Products Co., Inc., 949 Broadway, New York, is leaving for a business trip to Europe on the *Berengaria*, June 19. Mr. Rosendahl will visit the Glyco Products Co.'s Continental European representatives, Générale Industrielle in Paris and the company's British representatives Rex Campbell & Co., in London, with a view toward obtaining first hand information on the European market.

Northam Warren Earnings Higher

The Northam Warren Corp., New York, and subsidiaries report for the year of 1934 net earnings after depreciation and all taxes and charges of \$436,777, equal after dividends on 34,507 shares of \$3 preference stock to \$1.67 a share on 200,000 shares of common stock. This compares with earnings of \$404,609, or \$1.49 a common share, in 1933.

Proban Co. Is Incorporated

The Proban Co., manufacturers of "Admiration" beauty products, has been incorporated in Pennsylvania. Located at 20 North 3rd street, Philadelphia, the firm manufactures a complete line of toiletries, beauty preparations, soaps, creams, etc. The concern has been operating for six months and distributes its products within a radius of 500 miles.

Keeley Advanced by "T. R."

C. R. "Bud" Keeley, for the last six years vice-president and merchandising counsel for *Toilet Requisites* has been made first vice-president and advertising manager of the publication.

Congratulating Mr. and Mrs. Kasdan

We extend our heartiest congratulations to Mr. and Mrs. Nathan Kasdan on the birth of a daughter, Arna, on May 15. Mr. Kasdan is president of Majestic Metal Specialties, Inc.

LoCurto & Funk Move

LoCurto & Funk, custom house brokers, New York, have moved to larger and more convenient quarters at 21 State street. The new telephone number is DIgby 4-8570. The company has for years specialized in import and export handling of shipments of perfume raw materials and its principals are looked upon as "members of the trade".

Lueders Wins from Gutkind

On appeal from the Appellate Division of the New York State Supreme Court, the Court of Appeals has unanimously overturned the judgment of Felix Gutkind of Malaga, Spain, against George Lueders & Co., Inc., New York, and has remanded the case back to Supreme Court. The case arose from a purchase of thyme oil of guaranteed phenol content by Lueders from Gutkind.

The goods were promptly rejected by Lueders on the ground of gross adulteration whereupon Gutkind sued for \$23,000, the invoice price of the oil. The lower court excluded direct evidence of gross adulteration of the oil when it was received by Lueders and on this basis the Court of Appeals has overturned the verdict, holding that such evidence was entirely competent and should have been admitted. Gutkind, himself, upon the stand admitted that he had adulterated the product with four or five ingredients. The victory for Lueders in the Court of Appeals is considered by many as a decided victory for the trade as a whole against certain practices heretofore indulged in by shippers of essential oils to this market.

Belmay to Supply Finished Perfumes

Belmay, Inc., New York, will in the future devote its energies entirely to the production of finished perfumes for the trade. The essential oil and perfume compound business has been turned over to Albert Verley, Inc., in order that the principal business of the company may be handled to the best possible advantage.

Milton Sobel, founder of Belmay, Inc., continues at present and the staff of the company remains intact with the exception of Marion Lewis, who, as reported elsewhere in this issue, will be associated with Albert Verley, Inc.

Wason Heads Zonite Products

Robert R. Wason has been elected president, director and chief executive officer of the Zonite Products Corp., New York, following the resignation of Ellery W. Mann as president and member of the board of directors. Mr. Wason is also president of Manning, Maxwell & Moore, Inc.

The Zonite Corp. has reported for the year of 1934 a net loss of \$164,390 after charges, comparing with a net profit in 1933 of \$371,552. The company has now discontinued its business in the wine and spirits field.

Hexol Appoints Montgomery

Hexol, Inc., San Francisco, is now headed by R. S. Montgomery, president, and S. A. Johnson, vice-president. The company has appointed the J. Henry Healy Co. as its agents in Pennsylvania, Delaware, Maryland, New Jersey and the District of Columbia. The Besta St. Bernard Co. has been named as representatives for Australia and New Zealand.

Muller Sails for Orient

Eugene Muller, general manager and director of J. Mero & Boyveau, Grasse, France, after concluding his trip in the East, the Middle West and on the Pacific Coast, accompanied by members of the sales staff of Dodge & Olcott Co., their American representative, sailed from San Francisco on May 18 for Japan and China.

Mr. Muller reports that he found business conditions much improved over last year and was particularly pleased with the reception accorded him by all his friends in America.

New White Oil Refinery

Of interest to the white oil trade, is the recent completion of their new white oil plant at Warren Pa., by the Sherwood Refining Co. Coming into Warren in 1932, in the very heart of the depression, the Sherwood plant has operated continuously with an ever increasing personnel, and has been a tremendous help to the industrial life of that city and section.

Mrs. Marvin Resigns

Courtenay Marvin, fashion and beauty editor of *Photoplay*, has resigned. Mrs. Marvin was with *Photoplay* three and a half years. Her beauty copy appeared under the pen-name of Carolyn Van Wyck. After a brief vacation, Mrs. Marvin will announce her future plans.

Increased Demand for Cosmetics in Cuba

There is a good demand in Cuba for perfumes, face powders, rouges, skin creams, lotions, and other toilet preparations. Formerly the demand was largely satisfied by imports from France and the United States, but in recent years, since the enactment of the tariff act of 1927 which greatly increased the customs duties on such articles, there has been a steady expansion in the domestic production of cosmetics and toilet preparations of all kinds. The reciprocal trade agreement recently concluded between the United States and Cuba effected a reduction of 20 per cent on cosmetics and certain other toilet preparations, but customs duties and other taxes on imported articles of this kind are still so high that competition with locally manufactured products is difficult.

At present there are at least a dozen manufacturers of toilet preparations in Habana, including branches of several large American and French firms. The demand is confined largely to low-priced products, as the population is unable to afford the more expensive articles.

Aside from Cuban and foreign branch manufacturers of cosmetics and other toilet preparations, several of the larger wholesale druggists in Habana also manufacture these products under their own trade names.

The increase in local production, even more than the unfavorable economic situation in Cuba in recent years, accounts for the steady decline in imports of these products.—(Consul General C. R. Cameron, Habana.)

William McLaren Bristol

William McLaren Bristol, chairman of the board and co-founder of the Bristol-Myers Co., New York, died June 2 at Gotham Hospital in that city after an illness of several weeks. His death at the age of seventy-five removes from the industry an outstanding figure who had won the sincere regard of all with whom he came into contact during nearly a half a century of affiliation with the toilet goods and pharmaceutical fields.

The son of Martha and Henry Platt Bristol, he was born in Clinton, N. Y., July 28, 1860. He was graduated from Hamilton College in 1882, the fourth generation of his family to attend that institution. Mr. Bristol in 1912 was named a trustee of that college, his appointment being made just one hundred years after his great-grandfather had served as one of its founders and first trustees.

In 1889 he purchased the Clinton Pharmaceutical Co. in partnership with John Ripley Myers, a college friend. Expansion necessitated moving to Syracuse three years later and, in 1898, to still larger quarters in Brooklyn, at which time the corporate name was changed to the Bristol-Myers Co. In 1919 the company built the present plant at Hillside, N. J., and established executive offices in New York. Mr. Bristol served as president until 1927, when he became chairman of the board.

Mr. Bristol was for several years president of the Brooklyn Bureau of Charities and was active in other philanthropic work. Since 1931 he had been a resident of Westfield, N. J., where he moved from Brooklyn. He was a member of the Sigma Phi fraternity, the Manasquan Golf Club and the Bay Head Yacht Club at Bay Head, N. J., where he maintained a summer home.

In 1888 he married Miss Mary Seymour Lee, of Clinton. Besides Mrs. Bristol, he leaves three sons, Henry P. Bristol, president of the Bristol-Myers Co.; Lee H. Bristol, vice-president in charge of advertising, and William McLaren Bristol, Jr., vice-president in charge of production.

Antoine Blanqué

We record with regret the recent death in Grasse of Antoine Blanqué, father of Augustin Blanqué of the house of Bruno Court, who is well known to many of our readers through his frequent visits to America.

Mrs. James Mortimer Bush

We record with regret the recent death in a convalescent home at Hove, England, of Mrs. Mabel Bush, wife of James Mortimer Bush, president of W. J. Bush & Co., Inc., New York.



THE LATE
WILLIAM McL. BRISTOL

William Ingalls Lane

William Ingalls Lane, 77, former treasurer of the Palmolive Co., died May 16 at his home in Milwaukee. Mr. Lane, born in Brooklyn, N. Y., had lived in Milwaukee since 1871. He joined the B. J. Johnson Soap Co. in Milwaukee as bookkeeper. This firm later became the Palmolive Co. and after a merger in 1928 the Colgate-Palmolive-Peet Co. When Mr. Lane retired he had been with the Palmolive Co. almost half a century. He served as treasurer of the firm from 1918 until 1928. He is survived by his wife and a sister, Miss Florence W. Lane.

An estate of more than \$200,000 was left by Mr. Lane, whose will was filed for probate May 22. His widow is given the home, an outright bequest of \$20,000, half of his stock in the Palmolive Co. and half of his personal belongings and library. She also is residuary legatee.

The will sets up a trust fund of the rest of his Palmolive stock for the benefit of the sister, who also receives half of his personal belongings.

J. J. Kirby

J. J. Kirby, secretary and treasurer of the F. W. Fitch Co., Des Moines, Ia., died June 9 at the Methodist Hospital in that city. Mr. Kirby who was 76 years old had been ill only two days.

He first became associated with the Fitch company in 1909 when the company was located at Boone, Ia. Prior to his connection with Fitch he had been a newspaper publisher in Boone. When headquarters of the company were transferred to Des Moines in 1917, he moved to that city. Mr. Kirby leaves two sons, James A. Kirby of Wilmington, Del., and Haven Kirby, a student at Iowa State college at Ames, Ia.; and a daughter who lives in New York. Mrs. Kirby died seven years ago.

Joseph LeRoy Warner

Joseph LeRoy Warner, assistant treasurer of the Bristol-Myers Co., New York, died at his home in Brooklyn, N. Y., on May 11 after a heart attack. He was 49 years old. For several years he had been in charge of all purchasing for the company, with which he had one of the longest records of service, having joined its staff in 1900.

Mr. Warner was a member of the Lido Country Club, the Cherry Valley Country Club, the Downtown Athletic Club, and Ezel Lodge, F. & A. M., Long-I-Grotto. He leaves his wife, Mrs. Ann Moran Warner; a daughter, Miss Doris Ann Warner, and a sister, Mrs. Roy St. John, of Detroit.

William Langstaff, Sr.

William Langstaff, Sr., former superintendent of the Grasselli Chemical Co., Linden, N. J., died June 16 at his home in Roselle Park, N. J. He was 71 years old.

Born in England, Mr. Langstaff came to this country 50 years ago. Before his retirement 10 years ago as superintendent of the Grasselli company in Linden, he was associated with the Cleveland plant and the East Chicago plant of the firm.

Chicago News Notes

THE first golf game of the golf auxiliary composed of members of the Chicago Perfumery, Soap and Extract Association and the Chicago Drug and Chemical Association was held at Bunker Hill Country Club on May 21. The auxiliary has a membership this year of about 65, which is a banner year, and it is hoped to reach near 100 before the next tournament is held on June 18 at the Olympia Fields Country Club. Over 61 members and guests turned out for the opening game, and the prize committee gave the members a friendly surprise, by working overtime and arranging a prize for every player. They selected nine capital prizes which were divided in three classes A, B and C. Then they provided several golf balls as prizes for the low net in each foursome between the players that did not share in the main prizes. The American Distilling Corp., came to their rescue by donating a large bottle of "Old Colony" gin to all of the remaining players who had not received any of the above awards, which allowed every player to take home a prize. It was ideal golf weather, but 85 was the best score turned in. In the blind bogey drawing please note from the following drawings that "Lucky Art" Drury lived up to his reputation by walking away with the first prize of \$10.00. The winners of the main class events were as follows:

CLASS A

1st prize	O. H. Pabst	85-12-73
2nd prize	A. C. Drury	85-11-74
3rd prize	John Bodevin	85-11-74

CLASS B

1st prize	A. G. Schneider	90-22-68
2nd prize	T. G. Gilson	94-21-73
3rd prize	T. Morgan	90-16-74

CLASS C

1st prize	E. H. Blomberg	98-27-71
2nd prize	R. O. Hereford	104-25-79
3rd prize	H. V. Wallace	105-26-79

GUESTS

1st prize	E. Meyers	89-15-74
2nd prize	F. Voorhees	96-20-76

BLIND BOGEY

1st prize (85)	A. C. Drury	\$10.00
2nd prize (82)	T. Gilson	7.00
3rd prize (87)	Dr. Winkelman	5.00
4th prize (90)	T. Schulze	3.00

The next tournament will be held at the Olympia Fields Country Club on June 18, and the golf committee has provided several surprise features in addition to a liberal array of prizes.

Affiliated Products Reports Profit

Affiliated Products, Inc., Chicago, and subsidiaries report for the three months ended March 31 a net profit of \$103,901 after depreciation, taxes and other charges, equal to 27 cents a share on 382,800 no-par capital shares. This compares with \$99,201, or 26 cents a share, in the first quarter of 1934.

The American Perfumer

Wolfe Is Convalescing

J. E. Wolfe of Neumann Busch & Wolfe, Inc., thought he would surprise his two partners, by returning from California to Chicago without notifying them. Mr. Wolfe during his trip contracted a very severe case of pneumonia, and his partners did receive their surprise, when the hospital informed them that Mr. Wolfe was in a very precarious condition and it is hoped that other complications can be avoided, so that he will recover.

Lancaster Buys Baldwin Assets

The business of the Baldwin Perfumery Co., which filed bankruptcy proceedings in May, was disposed of by receiver's sale on May 22.



HAROLD G. LANCASTER

Harold G. Lancaster purchased the assets of the business exclusive of the good will and trade marks for about \$1,400 and will operate the business under its present name for the present until he can make definite plans for the future. Mr. Lancaster has also become associated with the Agnes MacGregor Co., manufacturers of special cosmetics, and will leave about the middle of June for Toronto, Canada where he will establish a modern plant for the Agnes MacGregor Co. and remain there until the plant is operating to capacity. The Agnes MacGregor Co., will establish a separate organization in Canada, where it will conduct all of its foreign business, and continue to operate its American business separately.

Final Drug and Chemical Meeting

The Chicago Drug and Chemical Association held its last monthly meeting of the season at the Chicago Athletic Association June 6. Dr. Kirby, Chairman of the Entertainment Committee, secured a most able speaker in Judge John Gutknecht who selected as his topic "My Experiences in the Speeders' Court." He concluded his interesting talk with a friendly admonition of "Let that be a lesson to you boys." It is hoped that none of the members will have the misfortune to have to appear before the Judge in the near future. The regular meetings will be adjourned until the last Thursday in September.

Mrs. Philip A. Rising

The many friends of Philip A. Rising, Chicago Manager of Chas. Pfizer & Co., Inc., will regret to hear of his automobile accident that occurred May 31, in which his wife was fatally injured. Mr. Rising had several ribs and one wrist broken and other lacerations and is confined to the St. Joseph's Hospital in Fort Wayne, Ind., in a rather serious condition, but it is expected that he will be able to return to his home in Chicago some time this month. Mr. Rising was enroute to the A.P.M.A. convention at Hershey, Pa., when the accident occurred.

Codeless NRA Extended

(Continued from Page 164)

ation both in New York and in other cities.

Chief among the effects of the changed situation has been the demand in some quarters for an immediate renewal of the postponed Trade Practice Conference with the Federal Trade Commission. It is felt by those who desire this step to be taken that the code provisions have had an extremely beneficial effect upon merchandising and marketing practices as well as upon advertising of toilet preparations, and that these gains should be consolidated through the establishment of a set of Trade Practice Rules under the authority of the Trade Commission Act, behind which the force of the Federal Trade Commission could be exerted.

No plans of a definite nature have been made for this but the Associated Manufacturers of Toilet Articles following the organization of the new Toilet Goods Association voted, through its executive board to continue in existence and it is probable that the possibility of a renewal of the postponed conference was a factor in this decision.

Structure and Synthesis of Jasmon

(Continued from Page 189)

many compositions of the most varied character, because of its flowery, and at the same time, fruity tone. Even small additions are of intense and durable effect. In the method of development shown above, we also have a means for the production of homologous and isomeric jasmons at our disposal. Its utilization permits extending the number of possibilities in the most productive manner.

Toilet Preparation Situation in Bolivia

The market for toilet preparations is hampered by the limited purchasing power of the bulk of the population. Also, there is a distinct trend toward the promotion of domestic industries.

Because of the high prices which obtain, there is at present no large demand for imported foreign cosmetics in Bolivia. This market is further limited by the small percentage of the population which uses cosmetics. There are about six small factories in Bolivia which produce limited quantities of inferior soaps. Although there is a plant in Lapaz which produces all kinds of creams, powders, and perfumes, the better grades are imported. Chief competition comes from this domestic source, inasmuch as it has a price advantage. A number of American and European toilet products are sold in this market, but the volume of sales has greatly decreased. France supplies about 55 per cent of the imports and the United States from 25 to 40 per cent. (Vice Consul John C. Shillock, Jr., La Paz.)

17 Years a Reader

Perfumes, Inc.

I have read THE PERFUMER continuously since 1918, and would be quite at a loss without it.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery. The claims made and the descriptive matter are supplied by the makers of the equipment and are not to be considered as an endorsement.

Alsop Engineering Corp., New York.—New "Hy-Speed" "Stixit."—"The 'Hy-Speed' 'Stixit', an entirely new development in labeling equipment, has just been introduced by Alsop Engineering Corp., New York. With one simple motion a wet gummed label of any size or shape is thoroughly and permanently fastened to a bottle without any wrinkles, unevenness or smearing of gum.

"A flexible rubber belt connects the two protruding arms that operate on an enclosed gear arrangement. The label is placed on the bottle and the bottle is pressed gently on the belt (label downward.) As the arms lower toward each other the rubber belt is wrapped snugly around the bottle pressing the label firmly in all spots against the bottle. When the bottle is removed the arms return to their original position.

"'Stixit' can be used with any type label paster or gummer. It saves considerable time and labor that is ordinarily wasted in rubbing and wiping the labels on the bottles with rags. An absolutely clean, neat, finished label job on every package is assured at increased production speed.

"The new machine is simple, fool-proof, sturdily built and has only two moving parts. Any one can run it at full speed instantly; no power is required in operation."

Circulars, Price Lists, Etc.

Luzier's Inc., Kansas City, Mo.—"News from Luzier's," April-May, 1935.—Features of this issue of this interesting house organ are an amusing discussion by R. Ingram-Eiser of the book "Skin Deep" and a statement by G. Harry Clay, research chemist, of the laboratory point of view.

* * * *

Committee of the Toilet Goods Industry, New York.—State Marking Requirements.—Bulletin No. 9, just issued, lists the marking requirements of those states which have such provisions in their laws. The chart has been compiled from authoritative sources and should be of assistance to the manufacturer.

* * * *

Stokes & Smith Co., Philadelphia.—The "S & S" Tight Wrapper.—The company's fully automatic and semi-automatic wrapping machines are described and illustrated in this attractive circular, together with views of a number of products wrapped by this equipment.

* * * *

Dodge & Olcott, Co., New York.—Price List, June-July, 1935.—In this catalogue are listed the full line of essential oils, flavors, aromatic chemicals and specialties offered by the company, including the natural floral products of J. Mero & Boyveau and the aromatic chemicals of Fabriques de Laire.

Magnus, Mabey & Reynard, Inc., New York.—*Price List and Catalogue, May-June, 1935.*—The company's full line of essential oils, balsams, aromatic chemicals, oleo-resins, colors, flavoring materials and specialties is listed, together with current price quotations. In addition, the company calls attention to the fact that May, 1935, marks its 40th anniversary and presents a group of photographs of its departments.

Givaudan-Delawanna, Inc., New York.—*"The Givaudanian," May, 1935.*—A discussion of the importance of clove oil in the perfuming and flavoring field is a feature of this issue.

Owens-Illinois Glass Co., Toledo.—*New Stearns' "Vegetal" Bottle.*—"Here is a new glass package, produced by the Owens-Illinois Glass Co., Toledo, that will stop the eye on any shelf. With glass bead design to add to its sparkle in the upper 'V' and lustrous spirals to intrigue the sight in the lower 'V,' it achieves remarkable attention value for Frederick Stearns & Company's 'V8 Vegetal.' It is natural, that a V8 product for the drug field should come from a Detroit firm whose windows look out upon the center of the motor industry. The double-V design of the container, incidentally, suggests a firm-grip that is always a sales-getting feature for a cosmetic designed for bathroom or boudoir use. The unusual label is striking in its simplicity and its focal position and the handsome closure of the same color gives the package balance and dignity."



Du Pont Viscoloid Co., New York.—*New "Pyralin" Toiletware.*—A memorandum from the Du Pont Style Service of the company advises us of the introduction of six new designs in its line of toiletware of "Pyralin." They bear the names of "Larissa," "Marbray," "Vanitay," "Caress," "Caprice" and "Adoray."

Sherwood Refining Co., Warren, Pa.—*New Petrolatum Containers.*—The company has sent us samples of its new lithographed petrolatum containers, attractively designed in black and silver, and offered in one-, five, and ten-pound sizes. A special rolled edge eliminates the possibility of injuring one's fingers in opening the cans. The company's petrolatum products are now all being sold under the name "Sherolatum."

Fritzsche Brothers, Inc., New York.—*Wholesale Price List, June, 1935.*—This catalog includes the complete line of essential oils, aromatic chemicals, flavors and specialties offered by the company. Latest price quotations are presented.

New Incorporations

Allied Laboratories, Inc., Printing Center building, Los Angeles, Cal., cosmetics. Filed by Joseph Herman.

Beauticians Service Bureau, Inc., New York, cosmetics; \$10,000. Filed by Albany Service Co., 315 Broadway, New York.

Bourjois Sales Corp. of New Jersey, 46 Clinton street, Newark, N. J., perfumes and cosmetics.

Chamber-Litt Co., Miami, Fla., cosmetics; 100 shares of \$100-par value stock. Incorporators: S. E. Chambers, R. G. Turner, A. B. Litterer.

Colonial Powder Puff Co., Inc., New York, powder puffs; 200 shares of no par value stock. Incorporators: Arthur A. J. Weglein, 310 East 44th street, New York; Theodore Bayer, 47 St. Mark's place, New York; Dorothy Nathan, 116a Patchen avenue, Brooklyn, N. Y. Filed by Walter J. Bayer, 295 Madison avenue, New York.

Cosmetics, Inc., 103 West Atwater street, Detroit, Mich., cosmetics and pharmaceuticals.

Coty New Jersey Corp., 46 Clinton street, Newark, N. J., cosmetics; 100 shares of no par value stock.

Elynn Deleith, Inc., New York, cosmetics; \$20,000. Filed by Herman Chaityn, 522 Fifth avenue, New York.

Maison Joubert, Inc., New York, toilet preparations and soaps; 500 shares of no par value stock. Filed by Harold L. Kunstler, 1501 Broadway, New York.

Lydia Perkins Health & Beauty Products, Inc., Dover, Del., cosmetics and pharmaceuticals; \$500,000. Incorporators: M. L. Rogers, L. A. Irwin, M. A. Desmond, all of Wilmington, Del.

Simich Laboratories, 9337 Dorchester avenue, Detroit, Mich., shampoos and hair tonics. Filed by Milivoj Simich.

Tiffs Products Corp., New York, cosmetics; \$20,000. Filed by Albany Service Co., 315 Broadway, New York.

Tissoutte, Inc., New York, cosmetics; 2,500 shares of preferred and 500 shares of common stock. Filed by Thomas & Friedman, 11 West 42nd street, New York.

Velvet Parfums, Inc., New York, cosmetics; \$10,000. Incorporators: Samuel Gelber, 235 Lincoln avenue, Elizabeth, N. J.; Jennie Fried, 156 East 54th street, Brooklyn, N. Y.; Edward Malan, 555 Fort Washington avenue, New York. Filed by Gelber & Saget, 11 West Park place, New York.

Worth Products, Inc., Dover, Del., hair ointments, lotions and tonics; 1,000 shares of no par value stock. Incorporators: J. Vernon Pimm, Philadelphia, Pa.; Albert G. Bauer, Philadelphia, Pa.; L. R. Spurgeon, Wilmington, Del.

Business Records

Involuntary Petition in Bankruptcy

Man-as-ca Corp., manufacturing soaps and shampoos, 152 West 42nd street, New York, and 32 33rd street, Brooklyn, N. Y., by Bush Terminal Buildings Co., \$2,556.62. The company had previously made an assignment for benefit of creditors to Edward Rees, 152 West 42nd street, New York.

Canadian News and Notes

THE largest convention attendance in the history of the Association of Canadian Perfumers & Manufacturers of Toilet Articles rewarded the efforts of the convention committee at the annual convention held here June 3 and 4 at the Seignior Club, Lucerne, Que.

Fully two-thirds of the association's firm members were represented by delegates, a remarkable representation when it is considered that this association has practically 100 per cent solid membership of all manufacturers in the Canadian toilet goods industry.

Robert Carr, Andrew Jergens Co. Ltd., Perth, Ont., was elected president for the year 1935-36. Two new vice-presidents also took office — Lloyd Linton, Northrop & Lyman Co. Ltd., Toronto, and Robert Minty, Palmers, Ltd., Montreal.

That much-discussed discriminating ten per cent excise tax recently imposed by the Canadian government on cosmetics and toilet goods again battled its way into the limelight and occupied a good share of the delegates' attention at the business sessions. A good deal of work has been done in endeavoring to secure relief for the industry from this tax, and this work was reviewed in detail at the convention. Plans were discussed for continuing a policy of opposition to this tax.

The association was pleased to have in attendance many notable guests, prominent among whom were Dr. J. J. Heagerty, Chief Executive Assistant, Federal Department of Health, Ottawa, and Charles S. Welch, secretary of the Code Authority for the perfume and cosmetic industry in the United States.

Soden Sails for Europe

P. N. Soden, head of Pearson's Antiseptic Company of Canada, Montreal, recently sailed for Europe. His trip was necessitated by the rapid expansion of the Pearson plant in Canada. Considerable export business is carried on by the Canadian company.

Traveling Men Name Officers

As a tribute to the good work done during the past year, the officers of the Travelling Men's Auxiliary to the Ontario Retail Druggists' Association were all promoted to higher positions at the pre-convention meeting held at the King Edward hotel, Toronto, recently. Sixty-four members were present.

Ralph V. Waller, president for 1934-35, becomes immediate past president. L. Phenner has been appointed president. Jack Hill and Gordon Schaefer are first and second vice-presidents, respectively.



ROBERT CARR

Stephens Advises Minimum Prices

At a banquet held at the Royal York hotel, Toronto, recently, W. W. Stephens, managing director of the Drug Trading Co., announced that he believes druggists now in business can prevent to a large extent the local business going to outside communities by establishing minimum prices before other drug stores open up.

"If another drug store should open in your town and advertise at minimum prices," Mr. Stephens declared, "you would meet his prices. Would it not be better to establish these minimum prices now and keep the business from going out of your town and possibly prevent another drug store from opening?"

Reddington-Samuels Back from England

A. Reddington-Samuels, general manager of Potter & Moore, Ltd., distributors of "Mitcham" lavender and beauty specialties, recently returned from a trip to Mitcham, England. He spent a good deal of time at the lavender distillery where these products are made and speaks in very enthusiastic terms of the new gift line shortly to be shown in Canada by representatives of Norman S. Wright Company.

Among the best selling products of which Mr. Reddington-Samuels speaks enthusiastically is "Creampact" the new combination powder and cream which the company recently introduced to the Canadian trade.

Lillico to Handle Krank Toiletries

Announcement is made by the C. C. Craig Co., Ltd., Winnipeg, Canadian distributors for the old established line of toiletries manufactured by the A. J. Krank Manufacturing Co., St. Paul, that Lillico, Ltd., 73 Adelaide street, West, Toronto, will represent them in eastern Canada.

"Krank's Lather Kreem," one of the original no-brush shaving creams, is a well known item in the Krank line. Other well known Krank items are lemon cleansing cream, foundation cream, lotions, powders, scalp and hair tonics.

Alberta Pharmacists Convene

The annual convention of the Alberta Pharmaceutical Association was held in Calgary, Alta., June 10, 11 and 12. The first two days of the convention were held at Calgary, and the third day at Banff. Among the attractions were a sport round-up put on by "Buffalo Bills" at Shaganappi, the annual golf tournament for the A.P.A. cup and the Lawson & Jones cup, and the annual banquet and revue.

Hollywood Laboratories Move

Hollywood Laboratories, manufacturers of perfumes and toilet preparations, Toronto, Ont., have advised us that their offices and laboratories have been moved to much larger quarters at 30 Duncan street. The company will have about 10,000 square feet of space in its new location, a modern and completely equipped building.

Chain Store Packaging Trends

(Continued from Page 172)

shades of blue and white the tin container holds gauze, adhesive tape and mercurochrome.

Some of these items are very new, others only comparatively new but all have strong eye appeal and all are popular products. Some of the other items not illustrated but worthy of mention are cleansing tissues on rollers which have been shown in the chain stores for some little while now and long packages of "Dabs" (cotton applicators) containing I think 100 "Dabs" each. "Nips" are back—the infinitesimal repackaged samples of famous perfumes, and "Vaseline Lip Ice" comes in a handy green plastic container open at the bottom so it can be pressed up as used.

One word more about the evolution of ten cent packages. There was a time when plenty of consumers "snooted" the idea of buying their toilet goods in the five and ten and slipped in for whatever odds and ends they wanted with a furtive glance lest their best friends see them. Today everybody buys at the chain stores—something—anything—all things. Since this is the case, consider seriously whether or not your products would serve you with increasing power through this type of selling. If you want this kind of business study it thoroughly first because it has its standards, and traditions, its tendencies and limitations which only experience in chain store manufacture teaches. Familiarize yourself with these points so that you may best know how to meet and capitalize on the ten cent market.

The 10c Line—and the Druggist

(Continued from Page 173)

cent items at one time."

"The turnover is rapid," said another.

"The variety stores carry them—we have to."

"Price sells it. Better value."

"Profit has been too good—we can't let go now."

From this high point, the enthusiasm filters down through the druggists who have the line, feel it isn't taking up much room, heavy investments or much effort and accept it as such to the few die-hards who never carried it and don't want to unless they have to.

"The selling is good, but doesn't allow us a high enough mark-up," one druggist wrote.

That it is a defensive measure was seen from every survey made, but one that is *here to stay*. The druggists accept the ten cent line as another angle of their business—one that is competitive with the other stores rather than with their higher priced lines—and a permanent department.

"We are just getting some of the business that went by our door," was the comment of many.

"It isn't worth time to demonstrate it, while other people are waiting to spend more money for better class of goods, but we keep it on account of similar lines in the 10c stores."

In line with this viewpoint, special set-ups made to display 10c items to require the least amount of sale time brought forth comments of approval from several retailers. A perfume counter display that made it

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

"Irresistible." Toilet preparations. Joubert & Cie., Ltd., Toronto, Ont., and New York.

"Radiant Lotion & Cosmetics." Toilet preparations. Royal Albert Manufacturing Co., Toronto, Ont.

"Colgate." Soap, perfumery and toilet preparations. Colgate-Palmolive-Peet Co., Ltd., Toronto, Ont.

"Smoca." Tooth paste and powder. Kabushiki-Maisha Smoca-Sha, No. 42, Kitayamacho, Tennoji-ku, City of Osaka, Japan.

"Dermetics." Toilet preparations. Garland D. Runnels, Seattle, Wash.

Design: An oblong panel with reading matter upon it, surrounded by a checkerboard design. Soap, flavoring extracts. Carload Groceries, Ltd., Toronto, Ont.

"Houghton's." Detergent materials. E. F. Houghton & Co. of Canada, Ltd., Toronto, Ont.

Patents

350,491. Powder box. Joseph Francis Baker, Dobbs Ferry, N. Y., assignee of William John Bauer, New York.

350,541. Package and cap. Anchor Cap & Closure Corp., Long Island City, N. Y., assignee of John C. Gibbs, Brooklyn, N. Y.

350,584. Container closure. Carbide & Carbon Chemicals Corp., New York, assignee of John P. Trickey, Cleveland, O., and John R. Price, Chicago, Ill., co-inventors.

350,604. Container closure. Ferdinand Gutmann & Co., New York, assignee of Jay Bernard Eisen, Yonkers, N. Y.

convenient to note the odor and make a quick purchase was mentioned as one of the fast movers.

When the most vulnerable question was asked, the touchiest subject—one expected to bring forth the most vitriolic response the answer was again surprising.

"Has it affected the sale of high priced lines" was asked them. And only in half of the replies did the druggists feel it had harmed them. Some commented that that market had been hit before they got the 10 cent line and many said that adding the 10 cent line had not affected their higher priced business.

That the druggists prefer to compete with their own higher priced line rather than new names and new brands was evident when practically all of them preferred items under nationally advertised labels.

"The success of the 10 cent counter in a drug store is dependent on the familiarity of the brand with the public. The druggist has no time to push those items, he carries too many lines already and national advertising carries the brunt of the 10c counters' salesmanship" were reasons advanced for the preference.

Manufacturers too, are showing no retrenching in their 10 cent lines. They not only are adding to their lines at this price, but are either featuring them more than ever or are contacting the druggists more thoroughly. The reports showed more than 80% of the druggists felt greater pressure from the manufacturers on 10c items than ever before.

Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 335,547.—"Threads." Carman & Co., Inc., New York. (Feb. 17, 1933.)—Soap.
339,953.—"Marie Kay." Charles of the Ritz, Inc., doing business as Marie Kay, New York. (Apr. 30, 1933.)—Cosmetic creams.
346,582.—"Nu-Gloss." Alfred Lederman, New York. (July 1, 1933.)—Hair rinse.
349,005, 349,016.—"Countess Potocka," "Royal Hanover," respectively. Cataract Chemical Co., Inc., Buffalo, N. Y. (Mar. 5, 1934.)—Shampoo.
349,276.—"Washington Arch." The Fagan Corp., New York. (Dec. 1, 1932.)—Flavorings.
350,118.—"La Sept Mysterieux." Victor Vivaudou, Los Angeles, Cal. (Apr. 10, 1934.)—Toilet preparations.
352,052.—"Adorable." John B. Taylor, doing business as Taylor Laboratories, Liverpool, N. Y. (Sept. 1, 1933.)—Toilet preparations.
353,101.—"Eternal." James L. Younghusband, Chicago, Ill. (June 11, 1934.)—Lipsticks, rouge and face powder.
354,416.—"La Jeunesse." Vadsco Sales Corp., Long Island City, N. Y. (July 23, 1934.)—Toilet preparations.
355,298.—"Lanette." Deutsche Hydrierwerke, A.-G., Berlin-

Charlottenburg, Germany. (Mar. 12, 1929.)—Waxes and industrial alcohols.

357,081.—See illustration. Charlotte Fitzgerald, Chicago, Ill. (July 1, 1924.)—Hair and face lotions and creams.

358,547.—"Blair's." Blair Chemical Co., Inc., Long Island City, N. Y. (June 1, 1933.)—Hair color restorer.

358,675.—"Rocky Ford." Sam Hagler, doing business as Rocky Ford Laboratories, New York. (Feb. 1, 1934.)—Toilet preparations.

358,964.—"Alumit." A/S Norwegian Talc, Aasane, near Bergen, Norway. (June, 1933.)—Talc.

359,187.—"Jabon El Gallo." John T. Stanley Co., Inc., New York. (Feb. 1, 1916.)—Soap.

359,262.—"Wild Cat." J. M. Grose, Walnut Ridge, Ark. (Feb. 9, 1927.)—Hair tonic.

359,416.—"Blue Monday." Blue Monday Products Co., St. Louis, Mo. (June 15, 1918.)—Water softener and soap saver.

360,596, 360,597.—"Silver Arrow," "Golden Grail," respectively. H. Kohnstamm & Co., Inc., New York. (Jan. 9, 1935.)—Extracts and flavors.

360,751.—"La Cantana." Castile Toiletries, Inc., New York. (Jan. 3, 1935.)—Soaps.

361,015.—"Marlene's." Max Goldman, doing business as Marlene Laboratories, Chicago, Ill. (Oct. 20, 1932.)—Toilet preparations.

361,301.—"Mme. Francoise's." Francis E. Barnes, Los Angeles, Cal. (Jan. 15, 1935.)—Toilet preparations.

361,364.—"Danderitch." Hilding P. Lundin, doing business as Lundin Bros., Watford City, N. D. (May 1, 1934.)—Scalp ointment.

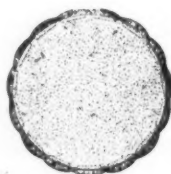
Patents and Trade Marks



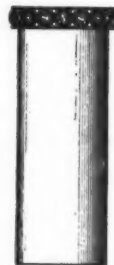
357,081



D 95,596 D 95,682



D 95,801



D 95,813



D 95,937



D 95,904



D 95,866



D 95,675



D 95,889



D 95,854



D 95,924



D 95,849



D 95,873

361,374.—"Tamara." Tamara, Ltd., London, England, and Cairo, Egypt. (Aug. 31, 1932.)—Toilet preparations.
361,445.—"Trixo." Gladys W. Page, doing business as the Trixo Co., Los Angeles, Cal. (July 21, 1934.)—Soap saver, water softener and washing crystals.

361,495.—"Fifth Avenue." Allied Beauty Products Manufacturing Co., Chicago, Ill. (Nov. 13, 1934.)—Hair waving solutions.
361,665.—"Lady Andres." William Henry Andrews, Washington, D. C. (Jan. 1, 1927.)—Toilet preparations.

361,725.—"Pal." The Cincinnati Soap Co., Cincinnati, O. (Jan. 4, 1935.)—Soap or soap flakes.

361,776.—"Alura." The J. T. Robertson Co., Inc., Syracuse, N. Y. (May 17, 1934.)—Soaps.

361,962.—"Southern Breeze." Guerlain Perfumery Corp. of Delaware, Wilmington, Del., and New York. (Feb. 14, 1935.)—Perfumes and toilet water.

362,281.—"Elegance." Yardley of London, Inc., Union City, N. J. (Feb. 27, 1935.)—Soaps and shaving preparations.

362,326.—"Challenge." Roger & Gallet, New York. (Feb. 14, 1935.)—Toilet preparations.

362,334.—"Wexmar's." Wexmar Liquor Co., Inc., Chicago, Ill. (Mar. 7, 1934.)—Ethyl alcohol, grain alcohol.

362,378.—"The Grenadier." Parfumerie St. Denis, New York. (July 12, 1934.)—Toilet preparations.

362,381.—"Liquo-lene." S. Pfeiffer Manufacturing Co., St. Louis, Mo. (Jan. 1, 1935.)—Hair tonic.

362,385.—"Tattoo Hawaiian." Tattoo, Inc., Chicago, Ill. (Jan. 14, 1934.)—Lipstick, rouge, face powder and mascara.

362,399.—"Symphonie." The Armand Co., Des Moines, Ia. (Jan. 4, 1935.)—Face cream.

362,543.—"Royal York." The J. R. Watkins Co., doing business as Wade Laboratories, Newark, N. J. (Feb. 23, 1935.)—Toilet preparations.

362,602, 362,603.—"Sol-Me—Synchronized by Tourneur," "Sol-Ray—Synchronized by Tourneur," respectively. Tourneur Beauty Products Co., Inc., New York (Feb. 15, 1935.)—Sunburn preventive; liquid skin coloring, respectively.

362,612.—"Barboric." Central Perfumery & Supply Co., Inc., Astoria, Long Island City, N. Y. (Sept. 1, 1934.)—After-shaving lotion.

362,669.—"Thymo-ped." Clarite Laboratories, Inc., New York, assignor to Clark-Wright, Inc., Boston, Mass. (Jan. 5, 1935.)—Foot creams.

362,710.—"Gar-Lik-Wid." Walter Rittenhouse, doing business as Veg-O-Phyll Co., San Diego, Cal. (Feb. 1, 1935.)—Flavoring extract.

362,809, 362,810.—"Nac-Penespray," "Nac-pac," respectively. Dermalab, Inc., Winnetka, Ill. (Aug. 29, 1933; Feb. 6, 1935, respectively.)—Scalp preparation; facial treatment material, respectively.

362,855.—"Scintilla." Yardley & Co., Ltd., London, England. (June, 1934.)—Toilet preparations.

362,920.—"Nourol." McLaughlin-Owen Co., Chicago, Ill. (Feb. 6, 1934.)—Hair preparations.

362,922.—"Liliom—Dr. Erwin H. Bolgar." Red Cross Pharmacy, Inc., Cleveland, O. (1904.)—Milk soap.

362,937.—"Sensi-skin." The Benjamin Anshel Co., St. Louis, Mo. (Jan. 1, 1935.)—Face powder.

362,980.—"Van Ella Dream." A. R. Van Ella, doing business as A. R. Van Ella, Not Inc., Chicago, Ill. (Mar. 19, 1935.)—Toilet preparations.

363,026.—"Albis." Albis Co., Portland, Me. (Mar. 1, 1933.)—Almond cream lotion.

363,037.—"Marlene." George L. Burg, doing business as Imperial Manufacturing Co., St. Paul, Minn. (Oct. 23, 1931.)—Hair preparations and hand lotion.

363,091.—"Continentale." Coty, Inc., Wilmington, Del. (Dec. 3, 1934.)—Soaps and shaving creams.

363,138.—"Last Paradise." Rallet Corp. of America, New York. (Mar. 20, 1935.)—Toilet preparations.

363,151.—"Sal-Rich." J. Ross Boles, doing business as Sal-Rich Co., San Antonio, Tex. (Sept. 2, 1932.)—Mouth wash powder.

363,162.—"Key Flower." John Fahlbusch, Bayonne, N. J. (Feb. 15, 1935.)—Hair preparation.

363,206.—"Cordon Bleu." Cheramy, Inc., New York. (Mar. 28, 1935.)—Toilet preparations.

363,409.—"Dytox." Edmond Sousa, Paris, France. (Nov. 26, 1934.)—Hair preparations.

363,443.—"Tattoo." Tattoo, Inc., Chicago, Ill. (Mar. 4, 1935.)—Soaps.

363,445.—"Zande." Zande Cosmetic Co., Inc., New York (Nov. 1, 1934.)—Rouges.

363,516.—"Dermalac." Parke, Davis & Co., Detroit, Mich. (Mar. 19, 1912.)—Skin lotion.

363,627.—"Brocks Dental Puffer." Eleanore V. Enwright, doing business as L. M. Brock & Co., Lynn, Mass. (Dec. 26, 1934.)—Tooth powders.

363,635.—"N." The Nestle-Lemur Co., New York. (Apr. 9, 1935.)—Shampoo tint.

363,657.—"Bath-Jewels." The Glemby Co., Inc., New York. (Mar. 29, 1935.)—Bath salts.

363,679.—"Anna Pavlova." A. A. Vantine Products Corp., New York. (Jan. 15, 1935.)—Toilet preparations.

363,755.—"Der-Mo-Topic." William F. Gilroy, doing business as Der-Mo-Topic Laboratories, Pittston, Pa. (Jan. 7, 1925.)—Preparation for treatment of dermal conditions.

364,020.—"Brown Derby." Puritan Cosmetics, Inc., St. Louis, Mo. (Nov., 1934.)—Toilet preparations.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M324,627.—"Quix-Set." R. H. Laird Manufacturing Co., Inc., New York (Apr. 12, 1934. Serial No. 351,922.)—Wave lotion.

M325,003.—"Honey Blonde." Alfred Lederman, New York. (Feb. 1, 1933. Serial No. 346,583.)—Hair rinse.

Patents Granted

2,001,086. Closure. Charles M. Villanyi, Bayside, N. Y., assignor to L. Mundet & Son, Inc., New York.

2,001,248. Double screw cap and process of forming same. Michael A. Greene, assignor to the Hazel-Atlas Glass Co., both of Wheeling, W. Va.

2,001,426. Bottle closure. Frank J. Kaps, New York.

2,001,441. Powder dispenser. Leslie D. Whitney, Palo Alto, Cal.

2,001,464. Lipstick container. Mary D. Kerr, Columbia, S. C.

2,001,627. Closure for dispensing containers. William C. Nentstiel, Wilmington, Del.

2,001,690. Vanity case. Alfred F. Reilly, assignor to the Evans Case Co., both of North Attleboro, Mass.

2,001,691. Vanity case construction. Alfred F. Reilly, North Attleboro, Mass.

2,001,862. Facial tissue support. Edith Carter Battey, New York.

2,002,125. Container closure. Paul Norris, Ardmore, Pa., assignor of forty-five one hundredths to Ralph McKittrick, Villanova, Pa.

2,002,716. Cosmetic holder. George F. Richter, Bogota, N. J., assignor to the Consolidated Safety Pin Co., Bloomfield, N. J.

2,002,718. Collapsible tube construction. Walter A. Roselle, New York.

2,002,989. Hair waving method. Paul R. Steinbach, Lakewood, O., assignor to the Realistic Permanent Wave Machine Co., Cincinnati, O.

2,003,355. Vanity box. Eugene Farkas, New York.

2,003,506. Collapsible tube cap. Albert Goss, Dunedin, Fla.

2,003,540. Container lid. Ellison S. Irelan, assignor to the Illinois Watch Case Co., both of Elgin, Ill.

2,003,784. Metal container. Charles Hammer, New York, assignor to the Anchor Cap & Closure Corp., Long Island City, N. Y.

2,004,307. Powder puff. Evangeline Burkhart, New York.

2,004,670. Manufacture of soap powders. Charles Watson Moore, Warrington, Lancaster, and Horatio Ballantyne, Tadworth, Surrey, England, assignors to Lever Brothers, Ltd., Port Sunlight, England.

Designs Patented

95,596. Design for a bottle. Florence N. Lewis, New York.

95,675, 95,904. Designs for bottle closures. Edwin W. Fuerst, assignor to the Closure Service Co., both of Toledo, O.

95,682. Design for a bottle. Herbert H. Harris, New York.

95,798. Design for a vanity case. Harry L. Berinstein, Elmira, N. Y.

95,801. Design for a powder puff. Evangeline Burkhart, New York.

(Continued on Page 222)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True58@	.65
Apricot Kernel ..	.30@	.36
Amber, crude24@	.30
rectified50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera.	3.00@	3.25
Angelica root	50.00@	60.00
seed	65.00@	80.00
Anise, U. S. P.58@	.63
Araucaria	1.75@	1.85
Aspic (spike) Span.	1.35@	
French	1.55@	
Balsam, Peru	5.75@	6.25
Balsam, Tolu, oz. .	4.25@	
Basil	2.35@	
Bay	1.65@	2.00
Bergamot	1.65@	2.00
Birch, sweet N. C. .	1.50@	1.75
Penn. and Conn. .	2.15@	3.00
Birchtar, crude ..	.15@	
Birchtar, rectified..	.75@	
Bois de Rose	1.40@	3.00
Cade, U. S. P.30@	.33
Cajeput55@	
Calamus	3.50@	
Camphor "white" ..	.26@	.30
Cananga, Java native	2.80@	3.25
rectified	3.15@	3.50
Caraway	2.25@	
Cardamon, Ceylon..	12.00@	30.00
Cascarilla	60.00@	
Cassia, 80@85 p.c. .	1.15@	
rectified, U. S. P. .	1.60@	1.75
Cedar leaf55@	.60
Cedar wood28@	.32
Cedrat	4.15@	
Celery	15.00@	
Chamomile ... (oz.)	3.00@	7.00
Cherry laurel	12.00@	20.00
Cinnamon, Ceylon..	12.00@	
Cinnamon, Leaf ..	2.25@	
Citronella, Ceylon..	.32@	.38
Java35@	.40
Cloves Zanzibar ..	.95@	1.00
Cognac	18.00@	21.00
Copaiba57@	.62
Coriander	3.60@	
Croton	1.50@	1.70
Cubebs	3.00@	
Cumin	9.00@	
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	12.00@	
Dillseed	3.60@	4.25
Elemi	1.45@	
Erigeron	1.50@	1.60
Estragon	38.00@	
Eucalyptus32@	.40
Fennel, Sweet	1.25@	1.45
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose ..		
Algerian	5.15@	7.50
Bourbon	5.00@	6.00
Spanish	16.00@	
Turkish	2.10@	2.25
Ginger	3.40@	3.75
Gingergrass	3.25@	4.10
Grape Fruit	3.00@	
Conc.	24.00@	

Guaiac (Wood) ...	2.35@	
Hemlock65@	
Hops	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries ...	1.50@	1.65
Juniper Wood60@	.62
Laurel	15.00@	
Lavender, English..	32.00@	
French	3.25@	7.50
Lemon, Italian	1.35@	1.75
Calif.80@	.95
Lemongrass	1.20@	1.45
Limes, distilled ...	6.25@	7.25
expressed	11.00@	12.00
Linaloe	1.60@	1.85
Lovage	35.00@	
Mace, distilled	1.50@	
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane (see Nitrobenzol)		
Mustard, Genuine ..	8.50@	10.00
artificial	2.15@	2.40
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarde, p. .	55.00@	125.00
Petale, extra	70.00@	150.00
Niaouli	3.45@	
Nutmeg	1.50@	
Olibanum	6.50@	
Orange, bitter	2.00@	
sweet, W. Indian. .	2.15@	2.40
Italian	2.05@	2.65
Spanish	2.80@	3.00
Calif. exp.	2.35@	
dict75@	
Origanum, Spanish. .	.85@	1.00
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.00@	3.25
Pennyroyal Amer. .	2.15@	2.40
French	1.55@	1.65
Pepper, black	6.00@	6.50
Peppermint, natural	2.75@	
Redistilled	2.90@	3.15
Petitgrain	1.10@	1.35
French	2.35@	2.50
Pimento	1.45@	2.25
Pine cones	3.00@	
Pine needles, Siberia	.90@	1.20
Pinus Sylvestris ..	2.00@	2.15
Pumilionis	2.20@	
Rhodium, Imitation.	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	12.00
Rosemary, French..	.40@	.50
Spanish36@	.40
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East ..		
India	5.50@	6.00
Australia	5.75@	
Sassafras, natural..	.85@	.90
artificial50@	.55
Savin, French	1.85@	2.00
Spearmint	1.95@	2.15
Snake root	15.00@	
Spruce65@	
Styrax	7.00@	
Tansy	2.20@	2.35

Thyme, red63@	.80
White	1.50@	
Valerian	10.50@	
Verbena	3.75@	7.00
Vetivert, Bourbon..	15.00@	
Java	15.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.15@	2.50
Wormwood	3.00@	3.35
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	5.00@	8.00

TERPENELESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	
Sesquiter'less	85.00@	
Lavender	7.00@	8.50
Lemon	8.00@	14.50
Lime, ex.	50.00@	
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. .		
VIII	2.35@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone	2.00@	3.00
Acetyl iso-eugenol..	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called) ..	15.90@	35.00
C 16 (so-called) ..	17.50@	30.00
Amyl Acetate85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate ..	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-eugenol	15.00@	25.00
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.25@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroquinone	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	2.65
foreign	2.50@	
Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.00
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	3.00@	
Synthetic	2.25@	3.00
Methyl Aceto-phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.50@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptene C'b	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylacetate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	5.00@	5.15
Ketone	5.15@	5.40
Xylene	1.50@	1.75
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl Ether	3.50@	5.00
Paracresol Phenylacetate	14.00@	20.00
Para Cymene, (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.50@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Propionate	12.00@	
Phenylethyl Valerate	16.00@	
Phenylpropyl Acetate	8.00@	11.00
Phenylpropyl Alcohol	6.00@	12.00
Phenylpropyl Aldehyde		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.64@	.70
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	3.10@	3.60
(guaiacol)	3.00@	3.50
Vetivervl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.25@	4.25
Mexican, cut	3.25@	3.65
Bourbon, whole	3.00@	4.00
South American	3.00@	3.40

SUNDRIES AND DRUGS

Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12 1/2@	4.29 1/2
Almond meal	.21@	.25
Alum, potash	.03 1/4@	.03 1/2
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.38@	.40
Peru	2.10@	2.25
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.40@	
Boric Acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08 1/2
Phosphate, tri-basic	.13@	.15
sulphate	.03 1/4@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03 1/2@	.06 1/2
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Cherry laurel water, gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03 1/2
Formaldehyde	.06@	.06 1/2
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white	.20@	.22
Amber	.09 1/2@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbonate	.06 1/4@	.07 1/2
Stearate	.19@	.25
Sulfate	.02 1/2@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water, gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04 1/2@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07 1/4@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	1.40@	1.75
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01 1/4@	.02 1/4
Phosphate, Tribasic	.02 1/2@	.04
Spermaceti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1	1.20@	1.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc peroxide	1.10@	1.75
Oxide	.13 1/4@	.15
Stearate	.21@	.28

New York Market Report

THE essential oils and aromatic chemical market has been a rather quiet affair during the last month. The same slackness which prevailed during May has continued into June although the call for certain specialties, notably those connected with the production of seasonable articles has improved. Citrus oils and compounds for the production of carbonated beverages have been in improved demand and the hot weather of early June caused a sharp jump in consumption of these products. There is also a steady demand in some volume for compounds for fly sprays and other insecticides. Aside from these two classes of trade, the market has been a dull affair. Neither soaps nor toilet preparations are accounting for as great a volume of business as had been anticipated in some quarters.

Prices have been generally steady with some showing of strength in the citrus oil group as virtually the only feature. It is not anticipated that there will be any important price developments during the next few weeks. Demand is hardly sufficient to establish a price trend in any of the several groups of products.

Raspberry and Strawberry Flavors

(Continued from Page 194)

fixative for the flavor, both in natural extracts and in synthetic compositions.

A variety of esters may be employed in making the latter, in addition to the essential ethyl methyl-phenylglycidate. These include *iso*-amyl butyrate and *iso*-butyrate as, perhaps, the most important, as well as ethyl formate, acetate, butyrate, *iso*-butyrate pelargonate, benzoate and cinnamate, *iso*-amyl formate, acetate, and valerate, and benzyl acetate and valerate.

Other possible constituents include benzaldehyde, eugenol, clove oil, cinnamon oil, neroli oil, terpeneless orange oil, orris oil and cognac oil, all used, of course, in traces, to modify the flavor, and to tone down the stringency of the fatty acid esters.

For its full appreciation, the strawberry flavor requires a sweeter and less acid taste-background than does the raspberry flavor. The best ratio between sugar and acid in the former case is in the vicinity of 100 : 16.

Patents and Trade Marks

(Continued from Page 219)

- 95,813. Design for a lipstick container. Paul H. Ganz, New York.
95,849. Design for a bottle. Walter R. Leach, assignor to the Carr-Lowrey Glass Co., both of Baltimore, Md.
95,854. Design for a bottle. Frank McLaughlin, Chicago, Ill., assignor to the Carr-Lowrey Glass Co., Baltimore, Md.
95,866. Design for a container for nail polish manicure set. Maximilian Schnefel, East Orange, N. J.
95,873. Design for a bottle. Joseph S. Stein, assignor to Lucien Lelong, Inc., both of Chicago, Ill.
95,889. Design for a vanity container. George H. Beck, Chicago, Ill., assignor to Marion Lambert, Inc., St. Louis, Mo.
95,924. Design for a lipstick holder. Arnold L. Ogden, assignor to Mary Dunhill, Inc., both of New York.
95,937. Design for a bottle. Lewis M. Sutton, Jr., Minneapolis, Minn., assignor to the Hazel-Atlas Glass Co., Wheeling, W. Va.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$0.06 1/2 @	
Edible08 1/2 @	
Fancy08 3/4 @	
Grease white07 1/4 @	
House06 1/2 @	
Yellow06 1/2 @	
Lard12 @	.15

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks09 1/2 @	
Corn Oil, 95% T.F.A. tanks06 1/2 @	
Red Oil, distilled, tanks06 1/2 @	
Saponified07 @	
Stearic Acid, single pressed, c.l.10 1/2 @	
Double pressed11 1/4 @	
Saponified11 3/4 @	
Triple pressed14 @	
Saponified14 1/4 @	

Soap Making Oils

Castor No. 1, tanks09 1/2 @	
No. 3, tanks09 @	
Coconut, Manila Grade, tanks04 3/4 @	
Corn, crude, Midwest mill, tanks09 @	
Cotton, crude, Southeast, tanks09 1/4 @	.10 1/2
Refined		Nominal
Foots 50% T.F.A.02 1/2 @	
Lard, common No. 1 barrels10 1/2 @	
Olive, denatured, max. 5% F.F.A. drums, gal.83 @	.84
Foots, Prime, green, barrels08 1/4 @	
Palm, Lagos, max. 20% F.F.A., drums05 1/2 @	
Niger, casks04 3/4 @	
Palm, Kernel, tanks04 1/2 @	
Peanut, crude, barrels10 1/2 @	
Refined, barrels13 @	
Soya beans, max. 2% F.F.A., Midwest mill tanks09 @	
Tallow, acidless, barrels10 3/4 @	
Whale, Crude No. 1, Coast, tanks04 1/4 @	
Refined, barrels07 3/4 @	

Glycerine

Chemically pure, drums extra14 1/2 @	.16
Dynamite, drums included13 3/4 @	.14
Saponification, drums10 1/2 @	
Soap, lye09 1/2 @	

Rosin

Barrels of 280 pounds			
B	\$4.65	K	\$5.60
D	5.05	M	5.65
E	5.20	N	6.05
F	5.40	W.G.	6.30
G	5.57 1/2	W.W.	7.25
H	5.57 1/2	X	7.35
I	5.60	Wood	5.22

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)30 @	
Naphtha, cleaners, tank cars05 @	.05 1/2
Potassium, carbonate, 80@85%07 @	
Hydroxide (Caustic potash) 88@92%07 1/4 @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76% Solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds80 @	
Sulfate, anhydrous02 1/4 @	.03
Phosphate, tri-basic02 1/4 @	.03
Zinc oxide05 % @	

0 1/4
nal

5 1/2

er